

## *From The Bookshelf*

For you, the busy information executive, here's a one-stop location for what's new from publications in your field. From The Bookshelf contains reviews of recently released books in the areas of technology and information management. In addition, on a regular basis, it will contain abstracts of important management and technology articles from newspapers and magazines.

### **Consulting confidant**

**Marketing Your Consulting and Professional Services**, Jeffrey P. Davidson and Richard A. Connor, Jr., published by John Wiley & Sons, Inc., 605 Third Ave., New York, NY 10158.

This book provides a complete guide for anyone who wants to break into the burgeoning consulting field or market existing professional services more efficiently.

Based on a "client-centered, leveraged approach," the authors describe the promotional tools needed to develop a successful marketing strategy. Valuable step-by-step techniques are discussed throughout this book.