News Release

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For Immediate Release

World Renowned Scholars and Consultants Offer Perspective and Advice in New Book

Mason, OH, February 9, 2004 – The field of management consulting, after years of high growth and success, is currently undergoing transformation in a business world that is changing as fast as the consulting world. With this in mind, two leading scholars and consultants, Larry Greiner and Flemming Poulsen, along with 25 other expert contributors, have teamed up to offer an up-to-date perspective on the industry, along with their advice for moving ahead in their new book, The Contemporary Consultant: Insights from Leading Experts (Thomson; $45.95 U.S./£34.95 UK; April, 2004).

. Each chapter is written by leading experts in the field, and their insights help readers from experienced consultants to newcomers and clients (?) to gain a better understanding of the new realities taking place in consulting. . While portraying all the major practice areas of consulting and future challenges, the book offers new insights into change processes and addresses compelling management issues now facing consulting firms. The Contemporary Consultant: Insights from Leading Experts provides a broad perspective aimed to enhance the success of every practicing consultant.

A book of this scope and depth could only be written by a large number of experts. Contributors include Phillip Kotler of Northwestern, Robert Quinn of Michigan, Edward Lawler of USC, Tom Davenport of Babson, Richard Nolan and Jay Lorsch of Harvard, as well as practicing consultants David Maister, Larry Prusak, Stephen Rhinesmith and David Nadler.

Warren Bennis, University Professor and Distinguished Professor of Business Administration at The Marshall School of Business at The University of Southern California says, "This book on consulting is an "intellectual first" for the profession—written by a combination of world experts who provide deep insight into a fast changing industry, its various specializations and the management of consulting firms. This is not just another ‘how to do it book’ but a bible of wisdom and perspective that every consultant should read again and again."
W. Warner Burke, Professor of Psychology and Education at Columbia University adds, "For this book, Greiner and Poulfelt have assembled a veritable "who’s who" in the world of management and organizational consultants, including themselves. One could not ask for better coverage — comprehensive and broad yet with depth and very current. I know of no better compendium on today's consulting world."

About the Authors
Larry Greiner is Professor of Management at the University of Southern California. Editor and Professor Larry Greiner published one of the first books on management consulting in 1983, with Robert Metzger. Since then he has authored numerous articles and cases involving consultants. He is the author of the Harvard Business Review Classic, Evolution and Revolution as Organizations Grow. In addition to serving on several boards and being a consultant to many companies, he has served as Chair of the Management Consulting Division of the Academy of Management.

Flemming Poulfelt is Professor of Management and Strategy at Department of Management, Politics & Philosophy, director of the LOK Research Center and Vice Dean at Copenhagen Business School in Denmark. He is the author of numerous books and articles on management consulting and the use of consultants. Has served on various corporate boards and been consultant to companies and organizations. Flemming Poulfelt is actively involved in the Academy of Management and has served as the Chair of the Management Consulting Division.

The Contemporary Consultant: Insights from Leading Experts
By Larry E. Greiner and Flemming Poulfelt, eds.

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