



Marketing the Professional Services Firm: Applying the Principles and the Science of Marketing to the Professions

Laurie Young

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Professional services are estimated to be worth up to \$700 billion worldwide, but as the market matures there is an urgent need for new marketing thinking for global players or small businesses alike. This book applies the core principles of strategic marketing to professional services for the first time, in an approach that is at once accessible and compelling. With case studies from a range of companies including J. Walter Thompson, market research companies, the 'big four' accounting firms, Headhunters, Interbrand and large US legal firms, it is intended to become the definitive book for effective strategic marketing in professional services.

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