



Management Consulting: A Complete Guide to the Industry

By Sugata Biswas, Daryl Twitchell

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The first complete resource on an ever-growing field, updated and expanded to reflect the impact of the New Economy on the industry

This unique A-to-Z resource provides a complete game plan for novice management consultants trying to break into the business along with expert guidelines for veterans looking to expand their services. Sugata Biswas and Daryl Twitchell cover all the bases, from the origins and history of the field to how to zero in on becoming established in one of the many unique specialties within the industry. They also provide a detailed directory of the top fifty consulting firms in the nation. This Second Edition features new and/or added information on such critical topics as the rapidly emerging field of e-consulting; consulting start-ups, incubators, and other New Economy enterprises; and an exploration of how increased competition for graduating MBAs is changing the consultant recruiting and hiring process.

Sugata Biswas (Santa Monica, CA) is a management consultant with the Viant Corporation. Daryl Twitchell (New York, NY) is a management consultant with Front Line Capital Corporation.

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Bibliography

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Editorial Review

From the Inside Flap

Demand for qualified management consultants continues to rise as new positions open up every year. With tens of thousands of applicants vying for these coveted slots, however, the competition for them is fierce. Added to that, the preferred method of candidate selection, the case interview, is an excruciating challenge for even the most qualified applicants. If you want to prevail in this grueling contest, you must be very well prepared.

Management Consulting: A Complete Guide to the Industry, Second Edition guides you carefully through every phase of the management consulting job search process and gives you a leg up on the competition every step of the way. It provides an objective picture of the industry as a whole, shows you how to grab the attention of consulting firms that are virtually buried in resumes, and helps you navigate abstract and complex case interviews with confidence.

More than 100 sample case questions prepare you to think on your feet during the case interview, and outlines of the 15 most common case frameworks help you shape your answers to fit the topic. You'll even find a directory of 100 consulting firms to help you start your job search. Plus, contributions from leading consultants from various sectors of the industry give you a feel for the business and help you discover how you can fit into it.

This new edition features a revealing profile of the e-business segment of the consulting industry as well as considerable information on consulting to start-ups, incubators, and other new-economy enterprises. All salary information is completely updated, as are statistics on the industry and discussions of key trends affecting the management and recruiting practices of consulting firms. You'll also discover how to negotiate among your offers for the most attractive package.

Whether you're a recent business graduate/MBA or an accomplished professional seeking a career change, you need all the help you can get to break into consulting. With Management Consulting on your side, you'll develop the background knowledge, interview skills, and absolute confidence you need to take the consulting industry by storm.

From the Back Cover

"Consulting is all about client results. If you want to help change the strategic destiny of organizations, pursue a high-impact career, and ensure continuous learning, then this book is a must read to help you identify the firm that best suits you."-Thomas J. Tierney, Director and former CEO, Bain & Company

"This is the most comprehensive overview of the consulting industry to date. It is chock-full of useful information for students and professionals considering consulting as a career."-Robert F. Bonner, Director, MBA Career Management, The Wharton School

"If graduating seniors read only one book on consulting, this should be it. Daryl and Sugata demystify the case interview and the realities of the consulting field in an easy-to-read format. Their knowledge and personal insight is invaluable to the job seeker. Many of our students have read the book and successfully landed consulting jobs-this book is a real winner!"-Sheila Curran, Director, Career Services, Brown University

"Strategic management consultants help clients perform markedly better in a world of rapid change. Consultants must constantly learn new skills, contribute to the intellectual capital of business, and build enduring relations with their clients. This book is an excellent window into the unparalleled opportunities consulting offers for personal and professional growth."-Carl W. Stern, CEO, The Boston Consulting Group

"The perfect resource to educate job seekers about the myths and realities of consulting. This user-friendly book will teach you to nail your case interviews and land a consulting job. "-Liz Michaels, Director, Career and Placement Services, University of Chicago

"This book is an excellent starting point for anyone contemplating a career in management consulting. My professional advice to you: Read this book!"-Wayne Cooper, Publisher, Consultants News, President and CEO, Kennedy Information

Visit the authors' Web site at www.InsideConsulting.com

About the Author

SUGATA BISWAS has been a management consultant with some of the leading consulting firms in private, public, and nonprofit sectors including Accenture, IBM Global Services/The Wilkerson Group, RAND Corporation, and Viant. Mr. Biswas graduated from the University of Chicago with honors in economics and holds an MBA from the Yale School of Management.

DARYL TWITCHELL was a management consultant with the international strategy consulting firm Mercer Management Consulting/CDI, and was a director in the Strategic Planning Group of American Express. He held senior management positions at American Express in strategic investments and new business development, and worked in venture capital as a director at FrontLine Capital Group. Mr. Twitchell graduated Phi Beta Kappa, magna cum laude from Brown University with a degree in international relations and history, and holds an MBA from the Yale School of Management.

Users Review

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Robert Russo:

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