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Sinopsis

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Stewart (The Courtier and the Heretic) reflects on his unconventional path to becoming a successful management consultant despite a complete lack of business knowledge or experience, let alone an MBA. He offers an insider's perspective on the industry, revealing the astonishingly high routine consultant fees and the absurdity of leading firms depending on consultants fresh out of school to tell them how to run their business. Following in the footsteps of shamans, consultants envelop their work with an aura of sacred mystery and outrageously unjustified levels of self-confidence to add to their perceived expertise. Gleefully revealing the magician's tricks, Stewart takes readers on a whirlwind tour of how this industry came to be a powerhouse. Filled with fascinating insider anecdotes and featuring a who's who in the consulting world, including Peter Drucker, Michael Porter and Bruce Henderson, this wry, absorbing book will enlighten executives about the value consultants actually bring to their clients.