



# **Professional Services Marketing: How the Best Firms Build Premier Brands, Thriving Lead Generation Engines, and Cultures of Business Development Success**

*Mike Schultz, John E. Doerr, Lee Frederiksen*

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**A proven approach to revenue-generating marketing and client development**

*Professional Services Marketing* is a fully field-tested and research-based approach to marketing and client development for professional services firms. The book, now in its *Second Edition*, covers five key areas that are critical for firms that want to grow and become more profitable: creating a marketing and growth strategy; establishing a brand and reputation; implementing a marketing communications program; executing lead generation strategies; and developing business by winning new clients. You will also read real-world case studies that illustrate major points, as well as quotes and stories from well-respected professionals in the industry.

- The *Second Edition* features new research and updates throughout, including new chapters on social media and online marketing, as well as new case studies and interviews
- Authors Mike Schultz and John E. Doerr are the coauthors of the *Wall Street Journal* and *Inc. Magazine* bestseller *Rainmaking Conversations* and *Professional Services Marketing*; Lee W. Frederiksen is coauthor of *Online Marketing for Professional Services*
- Will be widely promoted via multiple online routes and direct mail marketing

Firms of any size can use this proven approach to marketing and client development to attract new clients and grow their professional service businesses.

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