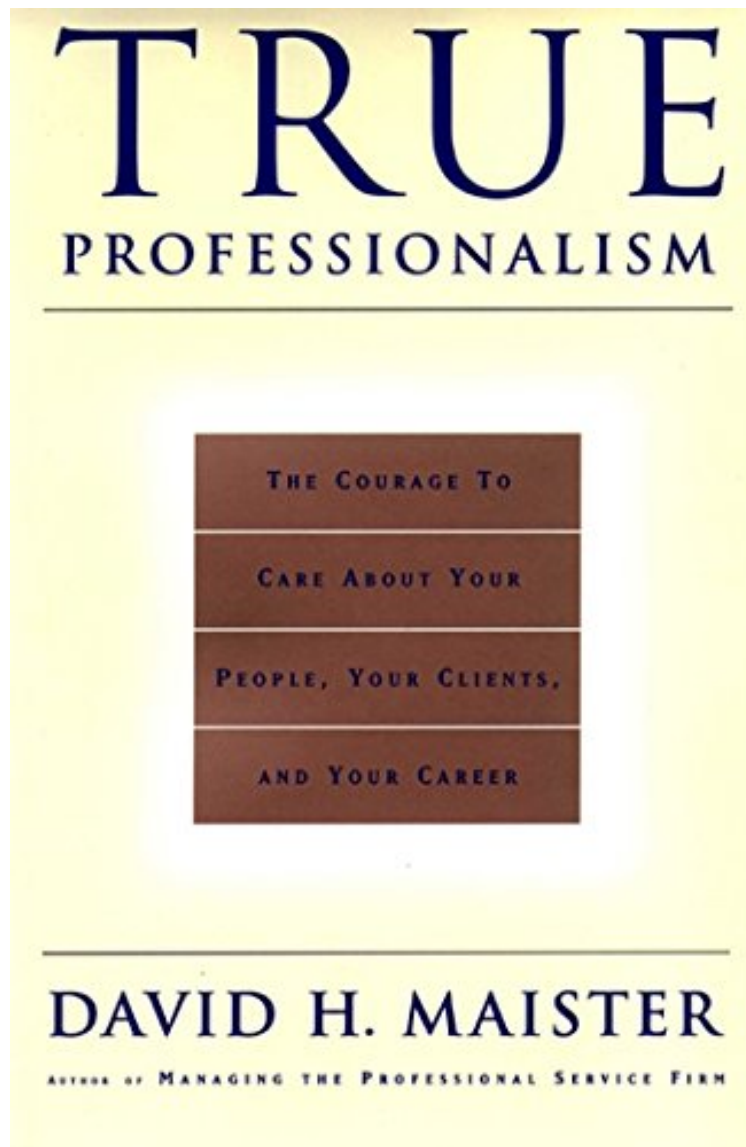


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True Professionalism: The Courage to Care About Your People, Your Clients, and Your Career

David H. Maister

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David H. Maister : True Professionalism: The Courage to Care About Your People, Your Clients, and Your Career before purchasing it in order to gage whether or not it would be worth my time, and all praised True Professionalism: The Courage to Care About Your People, Your Clients, and Your Career:

0 of 0 people found the following review helpful. Applicable to all professionals, everywhereBy Kip BoyleI'm an IT

professional on the payroll of a large company. Although I'm not the primary audience of this book, I've learned a lot I can use on the job. For example, the way of explaining to my client (boss) all options for solving a problem at hand without acting arrogant was very insightful. My only unanswered question: What new issues and opportunities have arisen for professionals due to the massive technological and societal change since this book was written over 20 years ago?

2 of 2 people found the following review helpful. Good final section

By J. Scott Shipman

Mr. Maister's True Professionalism is a pretty good description of "professional" behavior. Part One is (Mostly) About You"---I found this section more fluff than anything; but in Part Three (Mostly) About Your Clients, Maister offers good advice and counsel for dealing with existing clients and expanding one's presence. In particular, his chapter on "What Clients Want" was worth the price of the book. In this chapter, Maister walks the reader through the logic of determining "what" your clients "value" and how to expand customer satisfaction (hint: do more of what your client value). I have

Maister's The Trusted Advisor (have never read the whole book, just parts) and Strategy and The Fat Smoker (which I've read, but haven't reviewed---it is very good, btw)--True Professionalism is a must read for a consultant (also read everything written by Alan Weiss) and will help the novice avoid common mistakes. Recommended.

0 of 0 people found the following review helpful. Good and interesting ideas however feels like listing them without storytelling

By Customer

There are good messages in the book but they could have been presented in a more interesting and narrative way.

David Maister, the world's premier consultant to professional service firms, vigorously challenges professionals to examine this essential, yet under-addressed question: What is true professionalism? Professional firms are forever trying to get their people to act like professionals---to do the right things. Though their various incentives may create employee compliance, these don't often encourage excellence. His answer is clear: It is believing passionately in what you do, never compromising your standards and values, and caring about your clients, your people and your own career. In clear and compelling terms, Maister shows that this approach is not only ethical but also conducive to commercial success.

From Booklist

Maister sets out to help professionals align their real-world actions with their true (espoused) values. His frame of reference throughout the book is the professional firm--law firms and others in the service sector. He tells us that successful firms are clearly differentiated by a strict adherence to values and professionalism and that doing the right thing is good business. Professionalism is not a set of competencies but predominantly an attitude; a real professional is a technician who cares. To emphasize the importance of true values in our chaotic marketplace, we learn that the noble path does win, but only if we are prepared to make the investment to act professionally over a long period of time. This is a challenge in today's short-term view of most aspects of business activity. The book addresses the individual professional's values, the firm's responsibilities in the realm of values, and how a firm should deal with its client base in terms of quality and excellence. In addition, the author offers a thought-provoking suggestion for guaranteeing satisfaction.

Mary Whaley Thomas J. Tierney Worldwide Managing Director, Bain Company Insightful, entertaining and useful! Maister's work bridges the gap between theory and practice; grounded in conceptual bedrock, it offers practical 'Monday morning' advice for anyone involved in managing a professional service firm.

John Harvey Chairman, PriceWaterhouseCoopers, Australia David Maister is the guru of professional services. A routine reading of Maister's lessons is good religion for all practice managers.

James M. Kouzes Coauthor of The Leadership Challenge and Credibility True Professionalism is pure gold. You'll be able to mine this rich vein for your entire career and always discover another nugget.

Adrian Martin Managing Partner, BDO Stoy Hayward UK Maister is not for the fainthearted. If you are not prepared to ask the tough questions about your business, don't open this book!

Tom Watson Vice Chairman, Omnicom Group, Inc. Maister's ideas are applicable in a wide range of professional businesses and are equally valid for small firms or large. This book speaks to the professional in all of us.

Martin Sorrell Chairman, WPP Group plc Provocative, controversial and stimulating, Maister challenges traditional thinking and provides new insights on a wide range of important issues.

A. W. (Pete) Smith, Jr. President CEO, Watson Wyatt Worldwide David Maister has a keen awareness of what creates success in professional service firms and a clear way of communicating ideas that truly make a difference.

John M. Westcott, Jr. Assistant Managing Partner, Hale Dorr, Boston Maister in print, like Maister in person, is animated, entertaining and insightful. He always leaves the reader with food for further thought.

Robert M. Heller Kramer, Levin, Naftalis Frankel David Maister is a walking oxymoron, a practical visionary whose thoughtful analysis of the professional service firm is must-reading for anyone trying to lead, manage or survive in one. If you need help getting your prima donnas to sing like a chorus, read this book -- better yet, ask them to.

Fergus Ryan Managing Partner, Arthur Andersen, Australia David Maister's knowledge of professional services is second to none.

Bernard Courtaud Groupe Courtaud, France This high-density book contains what a manager seldom takes time to think about. It is a monument of wisdom, as well as a sophisticated global vision of the professional firms.

John W. Larson, Brobeck, Phleger Harrison LLP David Maister has the unique ability to tell you how to apply management principles in a practical way. It seems that every article contained a bit of wisdom that proved important in managing our law firm.

Lawrence Gerber, McDermott, Will Emery

David Maister combines knowledge, insights, and intellectual honesty with good humor. You may not always agree with him, but he will always make you think. Roland Berger Chairman of the Board, Roland Berger Partners GmbH, Germany Maister teaches us how to overcome the apparent contradiction between management consulting as a profession and/or as a business. His book is of high practical value to top management of large consulting firms, as well as to individual practitioners. Louis H. van Lennep DeBrauw Blackstone Westbroek, Netherlands David Maister's writings are so clear, so good and so relevant that I'm tempted to hope that our competitors will not read them. If they do, there will be an unavoidable urge to act and to strive for better professional lives for themselves and for their firms. Tom Peters Author of The Professional Service Firm Maister is PSF-man! And this is his best and most thoughtful work. F. W. "Mickey" Huibregtsen, Chairman and Director, McKinsey Company, Netherlands In the field of professionalism. Whereas his focus clearly is on the professional firm, many of his thoughts are also relevant to the top management of large international corporations, both in their dealings with professionals and in their own management actions. Jacob J. Weiss, Vice President, Goldman, Sachs Co. Captures the fundamental dilemmas which underlie the management of a professional service firm. An invaluable source. Martin Sorrell Chairman, WPP Group PLC Helpful to everyone interested in improving the performance of professional service firms. Provocative, controversial and stimulating, Maister challenges traditional thinking and provides new insights on a wide range of important issues. About the Author David H. Maister, one of the world's leading authorities on the management of professional service firms, is the author of several successful books, including Managing the Professional Service Firm, True Professionalism, and Practice What You Preach, and coauthor of The Trusted Advisor.