



The Secrets of Consulting: A Guide to Giving and Getting Advice Successfully

Gerald M. Weinberg

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If you are a consultant, ever use one, or want to be one, this book will show you how to succeed. With wit, charm, humor, and wisdom, Gerald M. Weinberg shows you exactly how to become a more effective consultant. He reveals specific techniques and strategies that really work.

Through the use of vividly memorable rules, laws, and principles -- such as The Law of Raspberry Jam, The Potato Chip Principle, and Lessons from the Farm -- the author shows you how to

- price and market your services
- avoid traps and find alternative approaches
- keep ahead of your clients
- create a special "consultant's survival kit"
- trade improvement for perfection
- negotiate in difficult situations
- measure your effectiveness
- be yourself

You will also find straightforward advice on marketing your services, including how to

- find clients
- get needed exposure
- set just-right fees
- gain trust

The Secrets of Consulting -- techniques, strategies, and first-hand experiences -- all that you'll need to set up, run, and be successful at your own consulting business.

The Secrets of Consulting: A Guide to Giving and Getting Advice Successfully Details

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From Reader Review The Secrets of Consulting: A Guide to Giving and Getting Advice Successfully for online ebook

Alan says

One of the best and most enjoyable business books I've read. Certainly on my top 10 list.

I came across this in some IT book club -- it was a \$30 paperback and I was aghast. Have since probably bought and given out 50 copies (Gerry, you can send thanks) to engineers, auditors, and others who need to bring humor and sense to situations.

It has sayings: "Things are the way they are because they got that way." Remember it.

Sergey Shishkin says

Very thought provoking and humorous book. Although it leaves the reader with more questions than answers it definitely contains numerous advice on the subject. I only wish I read it before I started to be a consultant.

Jaakko Koivula says

Entertaining and highly educational. Will have to return to this.

Bibhu Ashish says

Why do consultants fail? How do I become a consultant of repute? What are the skills needed to become a consultant? If these and some other questions come to your mind when you think of consulting as a career, here is the book that should be really helpful. In a simple and lucid way the author has drawn upon his rich experiences and the daily lives' chore to make the reader understand the intricacies of becoming a successful consultant.

Good read

Henrik Mårtensson says

This is a very honest and forthright book about consulting. It is also quite funny.

It's not just a book for consultants, but also for people who use the services of consultants. I think I can get the most mileage out of it if I can entice my clients to read it.

Michael Richardson says

Worth reading for everyone involved in business.

Teddy Zetterlund says

Finished the book in three days and enjoyed it very much.

Afterwards I wish I'd read it earlier, and I'd like to compare it with *How to Win Friends and Influence People*. Both books introduce a lot of principles, backed by enjoyable and memorable stories, that you can apply to your life—for great effect—right away.

Also, it finishes off with a great list of other books you might enjoy reading on different subjects; one of them being the book I just mentioned.

Ushan says

The author has been a consultant since age 13, when he worked at a local supermarket as a substitute stock boy, noticed that no one was buying the rutabagas, and suggested to the produce manager that they be thrown away, and their shelf space be utilized for something with greater turnover. The produce manager told Weinberg that this was a great idea, did as he was told, and asked him, "Now, what is the least popular vegetable?" Weinberg learned the lesson for good: if a consultant solves the customer's number one problem, he promotes the number two problem to be the new number one. This book consists of about a hundred anecdotes like this, from which the author derives universal rules. Weinberg worked as a consultant for Ford on the Edsel, a famous failed product (strange: in his blog he says that around this time he worked on the operating system for the space tracking network used by NASA's Project Mercury). He says that the Edsel was a failure because Ford tried to put too many new features into one product; the rule is that new features should be introduced into products one at a time. I easily came up with a counterexample; the Toyota Prius was a radical redesign of the car: it was the first mass-produced hybrid vehicle; it has a planetary gearset instead of a transmission; it has an Atkinson cycle engine instead of the ordinary Otto cycle - and it has been a great success for Toyota. I must say that the rest of Weinberg's rules are equally problematic. One is "If you can't fix it, feature it;" I have read this rule before as, "If at first you don't succeed, redefine success." Maybe someone can in fact fix it, and will put you to shame.

Du Nguyen says

The *Secrets of Consulting* by Gerald Weinberg is a book about the learning and wisdom of Weinberg's consulting career.

The *Secrets of Consulting* from the outset seems like it is specifically aimed at consultants or perhaps employees in larger corporations but as soon as you read it, you instantly become aware that this book contains advice and wisdom for your life. While all of the advice usually centers around consulting cases it is most of the times applicable for your life as well. As a result this book becomes a lot more than advertised.

The style of the book is also delightfully conversational. It never becomes a bore to read due to Weinberg's ability to illuminate his learning in a funny and personal way. It however also backfires sometimes where I was not sure how true an anecdote was. Somehow it bothered me a bit, if I can't trust the author, how can I trust anything else in this book.

All in all a good book on consulting, on work and on life. The lessons from this book are applicable to most situations in your life and in your work.

Ryan says

A quick read and actually pretty utilitarian. Weinberg has that peculiar sense of humor of older "systems" (i.e. computer science) guys - an unhealthy love of puns, alliteration, riddles, goofy parables, etc - but it doesn't interfere with the clarity of his messages. This is not "consulting" as a methodology or a framework akin to what one may expect from a McKinsey or HBS alum. By his own description Weinberg sees the role of the consultant less as a problem solver and more as a "jiggler"; someone that disturbs a system just enough (critical point - JUST enough) so that the system and the people within it become more robust at solving their own problems or, even better, at anticipating and preventing problems. He's just cynical enough to maintain a realistic stance, which is refreshing to those who balk at the latest book touting 5 steps to global domination. Recommended for anyone in a managerial role or overseeing any process improvements or work involving structural aspects of a "system."

Tim Ottinger says

Looks like a lot of advice given in a very approachable and brief format. Lots of insight into human interactions, and not a lot of fluff and sunshine. It is one of two Weinberg books I currently own, and I'm realizing that two is not nearly enough.

Sergey Teplyakov says

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Cori says

[None of what I am listing will make sense without Weinberg's examples, but these are the things I thought were most important:

1: Why Consulting is so Tough

- There is

Alexander Trofimov says

Best

Sanity

Checklist

Ever.

If something going wrong, probably it's you. If it's not you then it's definitely other people. But never tools or situation.

Read and check yourselves.

Oleksii Burdin says

Laws of life, with a great Jerry Weinberg's spice!
