



# 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.OutsideConsulting.com](http://www.OutsideConsulting.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**

#### **From reader reviews:**

#### **Charlie Bowers:**

This Management Consulting: A Complete Guide to the Industry book is simply not ordinary book, you have it then the world is in your hands. The benefit you receive by reading this book is information inside this guide incredible fresh, you will get data which is getting deeper anyone read a lot of information you will get. That Management Consulting: A Complete Guide to the Industry without we recognize teach the one who reading it become critical in imagining and analyzing. Don't possibly be worry Management Consulting: A Complete Guide to the Industry can bring once you are and not make your carrier space or bookshelves' come to be full because you can have it in the lovely laptop even mobile phone. This Management Consulting: A Complete Guide to the Industry having excellent arrangement in word in addition to layout, so you will not truly feel uninterested in reading.

#### **Nathan Wilson:**

Reading a publication tends to be new life style in this particular era globalization. With looking at you can get a lot of information which will give you benefit in your life. Together with book everyone in this world could share their idea. Publications can also inspire a lot of people. Plenty of author can inspire their very own reader with their story or maybe their experience. Not only the storyplot that share in the publications.

But also they write about the knowledge about something that you need case in point. How to get the good score toefl, or how to teach your young ones, there are many kinds of book that exist now. The authors on earth always try to improve their talent in writing, they also doing some analysis before they write for their book. One of them is this Management Consulting: A Complete Guide to the Industry.

**Ana Worcester:**

On this era which is the greater person or who has ability to do something more are more treasured than other. Do you want to become considered one of it? It is just simple strategy to have that. What you are related is just spending your time little but quite enough to enjoy a look at some books. One of the books in the top list in your reading list is actually Management Consulting: A Complete Guide to the Industry. This book that is qualified as The Hungry Hillside can get you closer in turning out to be precious person. By looking way up and review this publication you can get many advantages.

**Clara Duke:**

What is your hobby? Have you heard that question when you got pupils? We believe that that question was given by teacher to their students. Many kinds of hobby, Everybody has different hobby. And also you know that little person just like reading or as looking at become their hobby. You should know that reading is very important along with book as to be the factor. Book is important thing to include you knowledge, except your teacher or lecturer. You will find good news or update with regards to something by book. Different categories of books that can you decide to try be your object. One of them is this Management Consulting: A Complete Guide to the Industry.

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