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Martin Ashford

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Consultancy is big business, and the range of services business consultants offer can include advice on: funding for an emerging business; annual audits; tax planning; receivership; and winding up. In the author's opinion, most consultants spend their time trying to be the world's leading expert in whatever problems the client may have and end up merely selling an illusion. This text aims to show buyers of consultancy services how to get value for money from their consultants. There is advice on ensuring consultancy projects deliver real results, avoiding pitfalls and dealing with the tricks of the consultancy trade.

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