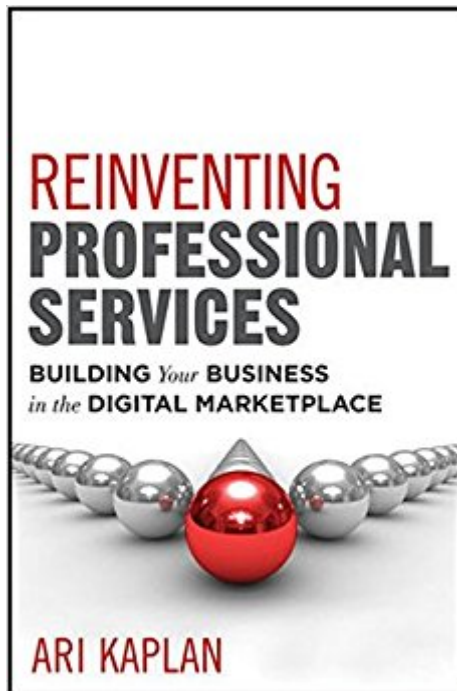


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# Reinventing Professional Services: Building Your Business In The Digital Marketplace



## Synopsis

How engaging technology and relationships can help you stand out, attract business and achieve a more dynamic professional life. The technological landscape has reshaped the way white collar workers cultivate and promote their businesses. Reinventing Professional Services is an engaging look at how licensed experts are adapting to today's dynamic economic environment. From Ari Kaplan--a recognized advisor on business and career development -- Reinventing Professional Services: Building Your Business in the Digital Marketplace -- offers insights on taking advantage of enterprising techniques to stand out and position one's self as an insightful chameleon rather than as an isolated purveyor of facts and figures. Details the importance of offering resources instead of simply selling. Reveals strategies for increasing one's searchability and distinguishing one's self in an economic downturn or recovery. Offers advice readers can immediately use to strengthen client relationships. Written in a straightforward and accessible style, this book provides engaging guidance for anyone in the professional services field--from business consultants, financial advisers, and lawyers to accountants, real estate brokers, and appraisers.

## Book Information

Hardcover: 240 pages

Publisher: Wiley; 1 edition (June 28, 2011)

Language: English

ISBN-10: 1118001907

ISBN-13: 978-1118001905

Product Dimensions: 6.4 x 0.9 x 9.3 inches

Shipping Weight: 15.5 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (24 customer reviews)

Best Sellers Rank: #463,907 in Books (See Top 100 in Books) #4 in [Books > Law > Law Practice > Law Office Marketing & Advertising](#) #15 in [Books > Law > Law Practice > Legal Services](#) #255 in [Books > Business & Money > Small Business & Entrepreneurship > Consulting](#)

## Customer Reviews

Reinventing Professional Services is definitely not a step-by-step how-to guide. It is, however, full of insights, ideas, and anecdotes of specific ways Kaplan and countless others have used technology in simple or innovative ways. The professionals and their stories come from varied fields and offer diverse solutions to diverse needs. There is the real estate company in Miami that started a blog (linked to its website) in response to the changing ways people look for homes and realtors. And the

accountant who has set up subscriptions for clients to access basic information online and who offers them weekly live-streaming videos on selected topics. At times I felt there were too many anecdotes, but the variety ensures that there is something for everyone. Kaplan has arranged the book in sections - positioning yourself for change, goal setting, adapting to and experimenting with technology, and taking risks - and concludes with a reminder that the overarching goal with all of this is to cultivate a community of people whose needs you know and who require and value your expertise. He notes that the book does not need to be read from start to finish, that readers can dive into the areas that look most useful for them. I found the first three and the last three chapters to be the most useful - the first three because they made the case for innovation and the last three because they offered very concrete suggestions. Reinventing Professional Services seems most geared toward the entrepreneur, the businessperson looking to gain more visibility and, well, business. Its value to the individual starting out or repositioning him or herself is obvious. Using Kaplan's suggestions for a larger, more established organization might pose a greater challenge.

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