



The Intellect Industry: Profiting and Learning from Professional Services Firms

Mark C. Scott

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The professional service industry (including finance, marketing, insurance, banking, and consultancy industries) is a rapidly growing and highly profitable sector of advanced economies. The sector itself is beginning to be viewed as one which offers lessons for other firms about how to manage people and intangibles. In this book, Scott provides an analytical look at the professional service industry, explaining in detail how it works and how money can be made. The book is broken down into logical sections that any manager will find useful, covering strategy, the big picture, operational aspects, and financial aspects.

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