STEVE SHU
CONSULTING
SERVICES

Crash Course / Consulting Field Guide Reading List

Situation: You are stuck on a desert island with no lifeline access. What are the essential books and tools you need for management consulting?

This document contains a crash course consulting reading list that I have provided to consultants (including experienced professionals new to consultative methods) as bread-and-butter references and knowledge areas.

General Consulting:

The McKinsey Way by Ethan Rasiel - http://www.amazon.com/McKinsey-Way-Ethan-M-Rasiel/dp/0070534489/ref=pd_bbs_sr_1/002-2039482-3811219?ie=UTF8&s=books&qid=1177006999&sr=1-1

Process Consultation by Edgar Schein (dry read): http://www.amazon.com/Process-Consultation-Revisited-Relationship-Addison-Wesley/dp/020134596X/ref=pd_bbs_sr_1/002-2039482-3811219?ie=UTF8&s=books&qid=1177007379&sr=1-1

Flawless Consulting by Peter Block (optional and highly recommended for those coming from engineering versus consulting backgrounds): http://www.amazon.com/Flawless-Consulting-Guide-Getting-Expertise/dp/0787948039/ref=sr_1_1?ie=UTF8&s=books&qid=1250912900&sr=1-1

Example Consulting-Style Presentation: http://steveshuconsulting.com/2007/02/what_a_sample_c

Logic In Writing and Thinking (for managers & consultants especially): *The Pyramid Principle* by Barbara Minto: http://www.barbaraminto.com or http://www.amazon.com/Pyramid-Principle-Revised-Edition/dp/0273710516/ref=sr_1_1?ie=UTF8&s=books&qid=1250912707&sr=8-1

Facilitation Skills:
http://steveshuconsulting.com/2008/01/a-perspective-o and
http://steveshuconsulting.com/2007/06/in-consulting-t and
http://steveshuconsulting.com/2007/04/articulating_an

Presentation Methods:
Say It With Charts: http://www.amazon.com/Say-Charts-Executives-Visual-

Steve Shu is a management consultant and business development professional and has over seventeen years of industry experience with specialties in strategy, marketing, new initiatives, ventures, and high-tech. Prior to these efforts, Steve has held a number consulting, interim management, and management roles, including as a principal consultant and practice leader with Nortel Business Consulting, Vice President of Business Development for software vendor FiveSight (acquired by Intalio), COO for social media company 21Publish, and management consultant with Pittiglio Rabin Todd and McGrath (PRTM), the premier management consultancy to high-tech firms. Steve has consulted to numerous clients throughout his career ranging from startups to Fortune 500 companies.

Steve holds an MBA from the University of Chicago and both an ME and BS in Electrical Engineering from Cornell University. He has attended Duke's Fuqua School of Business executive education training on Dynamic Management. He is also an Assistant Professor in business school at Irvine University.

Contact Information:
Office: 310-856-9914
Mobile: 773-320-5527
Email: sshu@chicagobooth.edu
Blog: http://steveshuconsulting.com

Communication/dp/007136997X/ref=pd_bbs_sr_1/002-2039482-3811219?ie=UTF8&s=books&qid=1177007971&sr=1-1

The Exceptional Presenter by Timothy Koegel (optional): http://www.amazon.com/Exceptional-Presenter-Proven-Formula-Open/dp/1929774443/ref=sr_1_1?ie=UTF8&s=books&qid=1267686223&sr=8-1

Strategy:

Competitive Strategy by Michael Porter: http://www.amazon.com/Competitive-Strategy-Techniques-Industries-Competitors/dp/0684841487/ref=sr_1_1?ie=UTF8&s=books&qid=1250912368&sr=8-1

Blue Ocean Strategy W. Chan Kim and Renée Mauborgne (optional): http://www.amazon.com/Blue-Ocean-Strategy-Uncontested-Competition/dp/1591396190/ref=sr_1_1?ie=UTF8&s=books&qid=1250912541&sr=1-1

Competitive Advantage by Michael Porter (optional): http://www.amazon.com/Competitive-Advantage-Creating-Sustaining-Performance/dp/0684841460/ref=sr_1_1?ie=UTF8&s=books&qid=1250912565&sr=1-1

Discipline of Market Leaders by Michael Treacy and Fred Wiersema (optional): http://www.amazon.com/Discipline-Market-Leaders-Customers-Dominate/dp/0201407191/ref=sr_1_1?ie=UTF8&s=books&qid=1250912598&sr=1-1

Competing for the Future by Gary Hamel and C.K. Prahalad (optional): http://www.amazon.com/Competing-Future-Gary-Hamel/dp/0875847161/ref=sr_1_1?ie=UTF8&s=books&qid=1267686768&sr=1-1

The New How: Creating Business Solutions Through Collaborative Strategy by Nilofer Merchant: http://www.amazon.com/New-How-Creating-Solutions-Collaborative/dp/0596156251/ref=sr_1_1?ie=UTF8&s=books&qid=1272310558&sr=8-1

The 24-Hour Customer by Adrian Ott: http://www.amazon.com/24-Hour-Customer-Winning-Time-Starved-Always-Connected/dp/0061798614/ref=sr_1_1?s=books&ie=UTF8&qid=1282344383&sr=1-1

Various Technology Strategy topics:

- Patents and intellectual property
- Network effects
- Complementary asset models
- Appropriation frameworks
- Platform strategies

Emergent and Adaptive Strategy topics:

- References under consideration based on work with Business Improvisations

Marketing and Brand Management:

Key topics:

- 3Cs (or 4Cs)/STP/4Ps
- Segmentation pecking order (why/what/how/who)
- *Marketing* (option 1):
- http://www.amazon.com/Marketing-Roger-Kerin/dp/0073404721/ref=sr_1_1?ie=UTF8&s=books&qid=1249328665&sr=1-1

- *Principles of Marketing* (option 2): http://www.amazon.com/Principles-Marketing-12th-Philip-Kotler/dp/0132390027/ref=sr_1_1?ie=UTF8&s=books&qid=1249328551&sr=8-1
- *Building Strong Brands* (optional): http://www.amazon.com/Building-Strong-Brands-David-Aaker/dp/B001JGZHJ8/ref=sr_1_2?ie=UTF8&s=books&qid=1249327940&sr=8-2
- *Brand Portfolio Strategy* (optional): http://www.amazon.com/Brand-Portfolio-Strategy-Relevance-Differentiation/dp/0743249380/ref=sr_1_1?ie=UTF8&s=books&qid=1249328006&sr=1-1
- Brand Audit sample (optional): http://steveshu.typepad.com/steve_shus_weblog/2009/08/minibrand-audit-of-guitar-hero-by-activision-independent-research.html
- *Groundswell* by Charlene Li and Josh Bernoff (optional, on social media): http://www.amazon.com/Groundswell-Winning-Transformed-Social-Technologies/dp/1422125009/ref=sr_1_1?ie=UTF8&s=books&qid=1251384549&sr=1-1

Professional Services Firm Management:

Managing the Professional Service Firm by David Maister (optional): http://www.amazon.com/Managing-Professional-Service-David-Maister/dp/0684834316/ref=sr_1_1?ie=UTF8&s=books&qid=1265223671&sr=8-1

(Professional and Consulting) Services Sales:

Rain Making by Ford Harding: http://www.amazon.com/Rain-Making-Attract-Clients-Matter/dp/1598695886/ref=sr_1_1?ie=UTF8&s=books&qid=1251836174&sr=8-1

Creating Rainmakers by Ford Harding (optional): http://www.amazon.com/Creating-Rainmakers-Managers-Training-Professionals/dp/0471920738/ref=sr_1_3?ie=UTF8&s=books&qid=1251836174&sr=8-3

Consulting Marketing:

Guerrilla Marketing for Consultants by Jay Conrad Levinson and Michael W. McLaughlin: http://www.amazon.com/Guerrilla-Marketing-Consultants-Breakthrough-Profitable/dp/047161873X/ref=sr_1_1?ie=UTF8&s=books&qid=1266558725&sr=8-1

Growing the Solo Consulting Practice Into a Substantial Firm

Million Dollar Consulting by Alan Weiss (optional): http://www.amazon.com/Million-Dollar-Consulting-Alan-Weiss/dp/0071622101/ref=sr_1_1?ie=UTF8&s=books&qid=1267686282&sr=1-1

Revitalizing the Consulting & Professional Services Practices of Product Companies:

Modules under development by Steve Shu

- Strategy & business planning
- Go-to-market development
- Program planning & change management
- Key practices
- Balanced scorecards for consulting practices
- Consulting practice maturity models

Operations:

The Goal by Eliyahu M. Goldratt and Jeff Cox (fiction novel, non-math read): http://www.amazon.com/Goal-Eliyahu-M-Goldratt/dp/0884271781/ref=pd_bbs_sr_1/002-2039482-3811219?ie=UTF8&s=books&qid=1177006906&sr=8-1

Process Flow Note: Available from Steve Shu at http://steveshu.typepad.com/Process%20Flow%20Note%20Reprint%20Feb%202010.pdf

Reengineering the Corporation by Michael Hammer and James Champy: http://www.amazon.com/Reengineering-Corporation-Manifesto-Revolution-Essentials/dp/0060559535/ref=pd_bbs_sr_1/002-2039482-3811219?ie=UTF8&s=books&qid=1177008342&sr=8-1

The Fifth Discipline by Peter Senge (optional, systems thinking and analysis): http://www.amazon.com/Fifth-Discipline-Practice-Learning-Organization/dp/0385517254/ref=sr_1_1?ie=UTF8&s=books&qid=1250912796&sr=1-1

Other key topics:

- Little's Law
- Systems analysis
- Managerial accounting
- Balanced scorecard
- Activity-based cost accounting
- Statistics
- Organizational design
- Organizational behavior

Statistics:

Cartoon Guide to Statistics: http://www.amazon.com/Cartoon-Guide-Statistics-Larry-Gonick/dp/0062731025/ref=pd_bbs_sr_1/002-2039482-3811219?ie=UTF8&s=books&qid=1177007523&sr=1-1

Finance:

Principles of Corporate Finance (textbook): http://www.amazon.com/Principles-Corporate-Finance-Richard-Brealey/dp/0071151451/ref=pd_bbs_sr_3/002-2039482-3811219?ie=UTF8&s=books&qid=1177008400&sr=8-3

Valuation (presumes finance knowledge): http://www.amazon.com/Valuation-Measuring-Managing-Companies-Fourth/dp/0471702188/ref=pd_bbs_2/002-2039482-3811219?ie=UTF8&s=books&qid=1177008464&sr=8-2

Other key topics:

- Financial accounting

Innovation and Design:

Design Driven Innovation by Roberto Verganti (optional): http://www.amazon.com/Design-Driven-Innovation-Competition-Innovating/dp/1422124827/ref=sr_1_1?ie=UTF8&s=books&qid=1265221412&sr=1-1

References under consideration based on work with Business Improvisations

Decision-Making:

Nudge by Richard H. Thaler and Cass R. Sunstein (optional): http://www.amazon.com/Nudge-Improving-Decisions-Health-Happiness/dp/014311526X/ref=pd_sim_b_2

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Negotiations:

Negotiating Rationally by Max H. Bazerman (optional): http://www.amazon.com/Negotiating-Rationally-Max-H-Bazerman/dp/0029019869/ref=sr_1_1?ie=UTF8&s=books&qid=1265221325&sr=8-1

Change Management Consulting:

References under consideration by Steve Shu

Entrepreneurial Marketing:

Modules and references under consideration by Steve Shu as part of university education and business school program design

- Sales learning curve (SLC)
- Minimum viable product (MVP)
- *Crossing the Chasm*: http://www.amazon.com/Crossing-Chasm-Geoffrey-Moore/dp/0060517123/ref=sr_1_1?ie=UTF8&s=books&qid=1250912866&sr=1-1

Nonprofit Marketing:

Recommendations and references under consideration by Steve Shu based on work with Taproot Foundation as Account Director

Product Development Consulting Frameworks:

References under consideration by Steve Shu

Business Development Frameworks:

References under consideration by Steve Shu

- Business plan development
- Partnerships
- Strategy & incubation

Special Topics on Interim Management Versus Consulting:

References under consideration by Steve Shu

Blog and Other Resources:

Steve Shu's Blog - http://steveshuconsulting.com
Consultant Ninja - http://www.consultantninja.com
Management Consulted - http://managementconsulted.com
Gautam Ghosh's Blog - http://www.gautamblogs.com
Killer Consultant - http://www.killerconsultant.com
Consultant Insider - http://consultantinsider.blogspot.com
Ford Harding - http://www.hardingco.com/blog
The Analyst - http://banalyst.wordpress.com
Tom Spencer's Blog - http://www.tomspencer.com.au
PhD consultant - http://phdconsultant.wordpress.com
Beating Feast or Famine - http://www.michaelwmclaughlin.com
Guerrilla Consulting - http://guerrillaconsulting.typepad.com
Year of the Consultant - http://2010consultant.wordpress.com
Consulting 101 - http://consult101.blogspot.com
Business Consulting Buzz - http://www.consulting-business.com
The Big Four Blog - http://bigfouralumni.blogspot.com
Marquis' Weblog - http://marquisweblog.blogspot.com
Ian Brodie's Blog - http://www.ianbrodie.com
Exponential Revenue - http://www.newroadstorevenue.com
Dr. Joe O'Mahoney - http://joeomahoney.googlepages.com/managementconsulting
Dr. Robert Lahm, Jr. - http://paws.wcu.edu/rjlahm/teaching/entrepreneurship/consulting.html

David Maister's blog - http://davidmaister.com/blog

Books Either Under Review or Recommended By Other Management Consultants:

Winning the Professional Services Sale: Unconventional Strategies to Reach More Clients, Land Profitable Work, and Maintain Your Sanity: http://www.amazon.com/exec/obidos/ASIN/0470455853/managementcon-20/102-2944909-6185742

The Tipping Point: http://www.amazon.com/Tipping-Point-Little-Things-Difference/dp/0316346624/ref=sr_1_1?ie=UTF8&s=books&qid=1250912843&sr=1-1

Clockspeed: http://www.amazon.com/Clockspeed-Winning-Industry-Temporary-Advantage/dp/0738201537/ref=sr_1_1?ie=UTF8&s=books&qid=1250912765&sr=1-1

Unleasing the Ideavirus: http://www.amazon.com/Unleashing-Ideavirus-Seth-Godin/dp/0786887176/ref=sr_1_1?ie=UTF8&s=books&qid=1250913047&sr=1-1

Competitive Intelligence Advantage: http://www.amazon.com/Competitive-Intelligence-Advantage-Minimize-Surprises/dp/0470293179

Say It With Presentations: http://www.amazon.com/Say-Presentations-Revised-Expanded-successful/dp/0071472894/ref=sr_1_1?ie=UTF8&s=books&qid=1250914456&sr=1-1

The McKinsey Mind: http://www.amazon.com/McKinsey-Mind-Understanding-Implementing-Problem-Solving/dp/0071374299/ref=sr_1_1?ie=UTF8&s=books&qid=1250914619&sr=1-1

Purple Cow: http://www.amazon.com/Purple-Cow-Transform-Business-Remarkable/dp/159184021X/ref=sr_1_1?ie=UTF8&s=books&qid=1250913018&sr=8-1

Never Eat Alone: http://www.amazon.com/Never-Eat-Alone-Secrets-Relationship/dp/0385512058/ref=sr_1_1?ie=UTF8&s=books&qid=1250914353&sr=8-1

Management Consultancy by Dr. Joe O'Mahoney: http://www.amazon.com/Management-Consultancy-Joe-OMahoney/dp/0199577188

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