

Table of Contents

<i>Foreword</i>	iii
<i>About the Author</i>	v
<i>Preface</i>	vii
<i>Praise for Marketing Professional Services in Asia</i>	ix
<i>Acknowledgements</i>	xi
<i>Part I – Understanding the Professional Service Firm and Marketing</i>	
Chapter 1 – What Makes the Asian Professional Service Firm Unique?	3
Chapter 2 – Marketing and its Role in the Professional Service Firm	13
Chapter 3 – Creating a Marketing Culture	19
<i>Part II – Strategy: Understanding the Market and Client Value</i>	
Chapter 4 – Service Quality and Client Satisfaction	31
Chapter 5 – How Individuals and Organisations Purchase Professional Services	41
Chapter 6 – Joint Ventures and Alliances in the PSF	53
Chapter 7 – New Service Innovation and Success	63
<i>Part III – Strategic Management & Marketing for Professional Services</i>	
Chapter 8 – Strategy & Strategic Planning—What Is It and Do I Need It?	73
Chapter 9 – Strategy and Marketing Effectiveness for the Small Sized Professional Service Firm	87
Chapter 10 – Managing Growth and Globalisation	95
Chapter 11 – Segmentation, Targeting, Differentiation and Positioning: How to Stand Out in the Marketplace	113

Part IV – Putting It Into Action

Chapter 12 – Pricing in Professional Services: The Death of Billable Hours	129
Chapter 13 – Branding: Does it Have a Place in the PSF?	139
Chapter 14 – Advertising Professional Services	149
Chapter 15 – Managing Client Relationships	157
 <i>Bibliography</i>	 173
<i>Index</i>	183

Part I

Understanding the PSF and Marketing