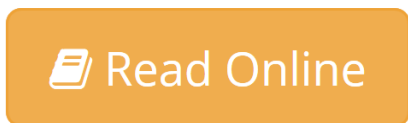


## A New Brand of Expertise

By *Dennis Russell, Marion McGovern*



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A New Brand of Expertise uniquely clarifies the dynamics of the red-hot "free agent" workplace and teaches the new skills and employment strategies independent professionals must master to succeed. In today's quick and turbulent markets, companies often need specialized professional talent on an interim basis to solve specific business problems, a major trend creating huge opportunities and an alternative career track for many professionals.

A New Brand of Expertise clarifies for independent professionals why companies need interim talent and how to develop a skill set that matches market needs. Readers will learn effective methods for uniquely marketing and branding themselves in order to develop a sustainable and successful free agent career.

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### Editorial Review

#### Review

"Marion McGovern knows what it takes to add value in today's zip-zap world of commerce. After all, she was among the early visionaries who not only predicted the 'free agent nation' and the globalized 'new economy,' she literally helped shape them! A New Brand of Expertise is long-awaited wisdom from the source."

-Dr. Louis Patler, author, TILT! Irreverent Lessons for Leading Innovation in the New Economy

"Independent consulting as a lifestyle and career choice is destined to thrive as another force shaping the new economy. The leading talent agent for independent consultants shares industry insights of value to both companies and individuals who are readying to catch the wave." --Martin Babinec, Chairman and CEO, TriNet

"This dynamic book doesn't just describe from on high the increasingly interim nature of work in today's economy. A New Brand of Expertise draws from the experience of a key player aiding the transition, and will be of invaluable help to anyone trying to work in the new economy." --Tom Ehrenfeld, author of The Startup Garden: How Growing a Business Grows You

#### From the Publisher

A New Brand of Expertise is an informative new guide to the "free-agent" marketplace that explains how businesses can enhance their competitive advantage, and how independent consultants can develop a successful consulting practice. It demonstrates why companies need interim talent, now more than ever, and provides case studies and practical suggestions for how to use independent talent effectively. For new and experienced independent consultants, it offers proven methods for uniquely marketing and branding themselves to develop a sustainable and successful "free-agent" career. The author, a leading expert on independent consulting, draws on nearly 15 years of experience working with independent consultants and clients to clarify how businesses can capitalize on this new breed of flexible, highly experienced professionals.

#### About the Author

Born in Portsmouth England, and educated at the Grammar School. Scholar of Brasenose College, Oxford. Pilot R.A.F. Trained in major London Advertising Agency, then into Consumer Products Marketing with Nabisco, Cerebos and Rank Hovis McDougall (General Manager, Sales and Marketing). Joined the Crown Wallcoverings Division of Reed International as Marketing Director, later Managing Director, Crown International and then Head of Planning, Reed Decorative Products, North America. Returned to UK as MD of DIY manufacturers Harrison Beacon. Created, then bought out "Mr Plumber", the initiator of DIY Plumbing. After this was sold, joined Career-Counsellors InterExec as Regional Director. Since 1992, Director of Client Services for Praxis the leading Interim Management Agency - now active as a Consultant and writer.

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