



# The Intellect Industry: Profiting and Learning from Professional Services Firms

*Mark C. Scott*

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## **The Intellect Industry: Profiting and Learning from Professional Services Firms** Mark C. Scott

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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This professional service firm management program provides the frameworks you need to develop and retain talent, deliver outstanding client service, and build a flexible corporate culture that can exploit disruptive innovation and market trends. Key Benefits. In this intensive program led by multidisciplinary HBS faculty, you will expand your ability to satisfy clients and motivate staff, build a strong vision and implement an effective strategy, and employ the fiscal discipline to maintain a sound bottom line and maximize enterprise value. DetailsExpand All Collapse All. Design and implement Professional services firms? How do they work? What can we really learn from them? Is IT correct to think of them as role models for best practice now or in the future?"Â In his recently published book, *The Intellect Industry*, Mark Scott boldly states: "the professional services firm is the model of the firm of the future". Whereas the "excellent" companies of the early 1980s were usually drawn from manufacturing and retailing, professional services firms like McKinsey and Andersen Consulting are regularly cited as models of best practice by current management writers. This raises a number of questions. What exactly are professional services firms? How do they work? What can we really learn from them?