



# **Summary : Professional Services Marketing - Mike Schultz and John Doerr: How the Best Firms Build Premier Brands, Thriving Lead Generation Engines, and Cultures of Business Development Success**

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**Complete summary of Mike Schultz and John Doerr's book: "Professional Services Marketing: How the Best Firms Build Premier Brands, Thriving Lead Generation Engines, and Cultures of Business Development Success".**

This summary of the ideas from Mike Schultz and John Doerr's book "Professional Services Marketing" states that, at one time, professional services firms could grow steadily on the strength of repeat business and client referrals alone. However, it is likely that those days are gone forever. In their book, the authors explain that these firms need to use smart and engaging marketing in order to grow, and get proactive about bringing a steady stream of new clients into your business on an ongoing basis. This summary provides five key areas that need to be covered to grow a professional services firm today and how to approach them.

## **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Professional Services Marketing" and discover the key to growing a professional services firm in today's market.**

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