

Preface

Professional service firms, like corporate law firms or management consultancies, provide knowledge-intensive services for businesses. The entire professional service sector is gaining increasing importance both at a microeconomic and macroeconomic level in all developed economies. Among other things the growth of many professional service firms provides evidence of their increasing significance. On the other hand, this growth provides challenges both for firms' strategic development and their managements.

This book deals with these challenges. In it we attempt to contribute to the joint effort in combining academic and practical findings on the subjects of management and strategy in professional service firms and present the results to an interested audience. The book is thus primarily designed for partners and managers in professional service firms, but also addresses students and teachers working in this increasingly important field.

We would like to thank Simon Woll of the Catholic University of Eichstaett-Ingolstadt, who was responsible for the major project coordination tasks, for all his assistance and Adrian Bründl, without whose expert support we would never have been able to complete the book project in such a short time.

We hope that this book provides practitioners and academics with a major incentive to investigate professional service firms. We look forward to receiving critical comments and amendments and suggestions as to how this book might be improved.

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Theory and Practice

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