



Reinventing Professional Services: Building Your Business in the Digital Marketplace

Ari Kaplan

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Reinventing Professional Services: Building Your Business in the Digital Marketplace Ari Kaplan
How engaging technology and relationships can help you stand out, attract business and achieve a more dynamic professional life

The technological landscape has reshaped the way white collar workers cultivate and promote their businesses. *Reinventing Professional Services* is an engaging look at how licensed experts are adapting to today's dynamic economic environment.

From Ari Kaplan--a recognized advisor on business and career development -- *Reinventing Professional Services: Building Your Business in the Digital Marketplace* -- offers insights on taking advantage of enterprising techniques to stand out and position one's self as an insightful chameleon rather than as an isolated purveyor of facts and figures.

- Details the importance of offering resources instead of simply selling
- Reveals strategies for increasing one's searchability and distinguishing one's self in an economic downturn or recovery
- Offers advice readers can immediately use to strengthen client relationships

Written in a straightforward and accessible style, this book provides engaging guidance for anyone in the professional services field--from business consultants, financial advisers, and lawyers to accountants, real estate brokers, and appraisers.

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