

Innovating Professional Services: Transforming Value and Efficiency

By Alastair Ross

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Innovating Professional Services provides a practical and detailed guide for change agents and leaders in professional service firms who are seeking to transform their firm’s performance through innovation. The book covers business innovation in its broadest sense as it is relevant to the professional services sector. This includes process innovation - the re-engineering of services and internal support processes to reduce cost and increase value to clients. It also includes the development of new services, market-position innovation and also business model innovation. Alastair Ross draws heavily on his practical experience in working with leading law firms and business service and consulting firms over the past ten years in which he and his firm have applied best practice techniques and methods to create measurable improvements. Detailed techniques such as the use of Lean, process mapping, waste identification, service experience mapping and value profiling are explained. The book also details effective approaches for making the required changes in professional service firms. Multiple case studies are used to help demonstrate the opportunities - and challenges - of driving major improvement through innovation. The book can be used by leaders and change agents in law firms, accountants, consultants, architects, financial services and engineering services, to explore the opportunities for innovation in their firms and then to construct and implement a transformation programme to embed innovation in their organisations.

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Innovating Professional Services: Transforming Value and Efficiency By Alastair Ross Bibliography

- Sales Rank: #2667678 in Books
- Published on: 2015-05-08
- Original language: English
- Dimensions: 9.50" h x 6.75" w x 1.00" l, 1.76 pounds
- Binding: Hardcover
- 298 pages

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