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Maister professional service firms. Beginning four decades ago, David has advised firms in a broad spectrum of professions, covering all strategic and managerial issues, spanning the globe.

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Robert Galford ...

David H. Maister, one of the world's leading authorities on the management of professional service firms, is the author of several successful books, including *Managing the Professional Service Firm*, *True Professionalism*, and *Practice What You Preach*, and coauthor of *The Trusted*

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It is different for the client than for the
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not enough to be right, you must also be

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Maister helpful. Since clients are often anxious and uncertain, they are, above all, looking for someone who will provide reassurance, calm their fears, and inspire confidence.

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Summary, Notes ...

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About David H. Maister. David Maister is widely recognised as the premier expert on professional service firm management. Maister is British by birth but has made his success in the US where he founded the highly successful Maister Associates Inc. He is also the author of several highly acclaimed business books.

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True Professionalism, and Practice What
You Preach, and coauthor of The Trusted
Advisor. Charles H. Green is an executive
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Charles H. Green co-wrote three books:
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and The Trusted Advisor Fieldbook. All
three books describe The Trust Equation
in detail. It's a model of trust that we at

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book explores the paradigm of trust

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Maister, and coauthor of The Trusted Advisor. Charles H. Green is an executive educator and business strategy consultant to the professional services industry.

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