

"The growth of management consulting has created a tremendous thirst for knowledge about the basics of consulting. Those thinking about entering the industry as well as those professionals who want to 'raise their game' should read *The Advice Business*."

—David A. Nadler  
Chairman, Mercer Delta Consulting

"*The Advice Business* clarifies the art, practice, and problems that consultants face, as well as the contributions they make to leading change. The authors do a terrific job of explaining the world of management consulting, and how consultants help leaders address key business problems."

—Noel Tichy  
Co-Author of *The Cycle of Leadership*;  
Professor, University of Michigan Business School

# THE ADVICE BUSINESS

*Essential Tools and Models for  
Management Consulting*

CHARLES J. FOMBRUN  
MARK D. NEVINS

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