

# Doerr Electric

Professional Services Marketing  
The Paradox of Difference Mike Schultz Neriko Musha  
Doerr

Professional Services Marketing The Paradox of Difference *Mike Schultz Neriko Musha  
Doerr*

a proven approach to revenue generating marketing and client development professional services marketing is a fully field tested and research based approach to marketing and client development for professional services firms the book now in its second edition covers five key areas that are critical for firms that want to grow and become more profitable creating a marketing and growth strategy establishing a brand and reputation implementing a marketing communications program executing lead generation strategies and developing business by winning new clients you will also read real world case studies that illustrate major points as well as quotes and stories from well respected professionals in the industry the second edition features new research and updates throughout including new chapters on social media and online marketing as well as new case studies and interviews authors mike schultz and john e doerr are the coauthors of the wall street journal and inc magazine bestseller rainmaking conversations and professional services marketing lee w frederiksen is coauthor of online marketing for professional services will be widely promoted via multiple online routes and direct mail marketing firms of any size can use this proven approach to marketing and client development to attract new clients and grow their professional service businesses

sociocultural environments prompt us to notice and mark certain differences over others this book investigates five paradoxes in the discourses and practices around such differences the paradox of mixing standardization narrative proximity and tolerance drawing on the notion of unit thinking it explores how perceived differences emerge

fluidly in specific contexts through critical analyses of race studies language education global education study abroad and volunteer service work the book examines how these fields build on or capitalize on pre conceived differences it opens up discussions for new understandings of differences that challenge essentialist framings and inform alternative practices

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