

## Foreword and Book Review Comments

### **Foreword**

A concise, systematic, and enlightening review of the “black-art” of marketing as applied to the Professional Services Firm.

Well worth a read for all professionals who are grappling with the concept of marketing and how it applies to the professional firm.

In many ways a book such as this should be required reading for all professionals, particularly new entrants – who at first no doubt will laugh at the many failings identified in the application of marketing to professional firms – only to later cry when they see them being repeated in the firms they subsequently join.

Anyone who has had to organize or implement strategic planning initiatives within a professional services firm will have been looking long and hard for a book such as this, not only as a suitable roadmap for what they need to undertake, but also as a concise reference book which will explain to their recalcitrant partners why the entire firm, and not just a few Rainmakers and marketing professionals, have to be involved in the process and the end product.

The book also contains several useful references to what does and does not work, from a marketing perspective, in the Asian cultural context as compared to Western Anglo-Saxon cultures, as well as many references to the works of marketing academics for those interested in pursuing this subject in greater depth.

*Peter Aherne, former partner – Deacons, Hong Kong*

## **Inside Pages**

"This book is a 'must read' for Marketers as well as Executives in Professional Service Firms in Asia and beyond. Filled with fact-based research and anecdotes, the reader will be left with a far better understanding of how and why identifying, anticipating and satisfying clients' needs in this vastly competitive knowledge-based economy is the only way to continue to bring value and a sustainable competitive advantage to its stakeholders."

*Geoff Trotter, Chief Knowledge Officer, Ernst & Young Far East Area*

“Marketing Professional Services in Asia should be on the desk of every lawyer, accountant, engineer, architect and other practicing professional in Asia as well as that of their marketing and business development staff. It is the first book based on rigorous research which addresses the wide range of strategic and tactical challenges of successfully marketing professional services firms in the Asian cultural and business context. The book should also be mandatory reading for all US, UK and Europe based Firm Managing Partners and their International Marketing Directors because it buries once and for all the myth that what works in home markets will work in Asia. Long may it rest in peace.”

*Phillip McDonald, Head of Business Development, Deacons*

Marketing Professional Services in Asia is a much-needed roadmap for marketing and client development in a challenging, opportunity-rich market. Robert Sawhney eloquently combines universally applicable business principles with a focus on the unique needs of the region. The chapters on differentiation and advertising are worth the price of admission alone but anyone selling professional services in the Asian market would do well to read this articulate, intelligent book from cover to cover.

*Richard S. Levick, Esq, President & CEO, Levick Strategic Communications, LLC (US)*

You may not agree with the definition of marketing presented by the author, but you can't miss reading this book. I believe that this is one of the most indigenous works so far on marketing in Asia. It is virtually an endeavour that blends both academic and professional works together seamlessly, and compares marketing in Asia to that in the West. Real cases are stimulating and, at the same time, eliciting the models and discussion in the book. I highly recommend this book as I believe it is definitely an eye-opener.

*Professor Oliver Yau, Chair Professor of Marketing, City University of Hong Kong*

## **Back Cover**

“A comprehensive, well written, and accurate presentation of law firm marketing”

*Bruce W. Marcus, Consultant and Editor, The Marcus Letter.*

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