

Broderick

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New Book Offers a Complete Guide to Building and Managing High-Performance Professional Service Firms

Industry Veteran Maureen Broderick Presents Best Practices Based on 130 Interviews with
Leaders of the World's Top Firms

SAN FRANCISCO – November, 2010 – It would be difficult to find a business, government or nonprofit organization that doesn't rely to some extent on a mix of professional service firms (PSFs) to guide them on everything from finances to legal matters to building design. But where can PSFs turn when they need advice? Until now, these firms have had few sources to rely on for guidance on their unique business challenges. But a new book from industry veteran Maureen Broderick fills this gap, providing detailed, actionable help for managing a successful professional service firm.

The Art of Managing Professional Services (ISBN-10 0-13-704252-3 \$34.95) is one of the most comprehensive, research-based guides to firm management ever written for the industry. Based on more than 130 in-depth interviews with leaders of the world's top firms, the book offers practical, proven best practices on how to tackle the ten critical areas that firm leaders must monitor to build and maintain a strong organization: vision, values and culture; people; clients; services; finance; positioning; partnership; strategy; structure; and leadership style.

Maureen Broderick draws on her 30 years of experience in professional services to explore both the art and science of running a high performance firm. "So often management books get caught up in admiring the problem at hand, without offering any concrete solutions for readers," Broderick said. "With this book, readers can learn from the experiences of their peers through real world solutions. The goal is to make these lessons easy for firm executives to absorb and employ in their own organizations."

The Art of Managing Professional Services features 40 best practices and management programs that can be tailored to any professional service organization and culture. Whether addressing strategy, governance, talent acquisition and retention, compensation or financial management, the book provides the tools leaders need to successfully run their organizations.

The Art of Managing Professional Services is available on all major book seller sites.

Praise for *The Art of Managing Professional Services*

"High praise for Maureen Broderick... Her book gives firm leaders a step up in competing on the global landscape."

James Turley, Chairman and CEO, Ernst & Young

"Anyone involved in the management of a professional service firm will find real value here."

David Childs, Global Managing Partner, Clifford Chance

"Maureen Broderick brings shape and clarity to the vital, but abstract, essence of professional service firms."

Ralph Shrader, Chairman and CEO, Booz Allen Hamilton

"Broderick's book is filled with best practices that will help all kinds of companies – whether they are professional service firms or not – meet the challenges of doing business in the 21st century."

Ray Kotcher, Senior Partner and CEO, Ketchum

"Every professional service partner – and aspiring partner – should read this book."

Paul Laudicina, Chairman and Managing Officer, A.T. Kearney

"This comprehensive overview of best practices from the world's leading firms will resonate with leaders and managers."

Eric Friedman, Executive Partner, Skadden, Arps

"The takeaways are fantastic!"

Andy Cohen, Co-CEO, Gensler

"One only needs to read this book to realize that managing a professional service firm is very much an art, if not a science, worthy of its own special study and examination."

Mike Goss, Managing Director and COO, Bain Capital

About Maureen Broderick

Maureen Broderick is founder and CEO of Broderick & Company, one of the few consulting firms that focus exclusively on professional services. Before founding Broderick & Company in 1996, Maureen spent close to 20 years working in-house for industry leaders ranging from Price Waterhouse and Booz Allen Hamilton to the law firm Brobeck, Phleger & Harrison and the research institute SRI International.

About Broderick & Company

Broderick & Company is a management consulting and research firm that works exclusively with professional service firms to develop practical strategies and programs to build and grow a high performance business. The firm's clients include many of the world's top firms.