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This book answers these questions and introduces the field for those looking to develop a career as a management consultant. Providing a thorough introduction to management consultancy, Morgen Witzel covers the topic from a range of perspectives including the field's historical development, the client's perspective, business analysis ...

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Morgen Witzel is a Fellow of the Centre for Leadership Studies, University of Exeter, UK. A writer, lecturer and consultant on business and management, especially on the history of management, he is the author of hundreds of articles for the academic and popular press and has written over 20 books including *Doing Business in China*, *Management: The Basics*, and *Management History*, all available from Routledge.

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Morgen Witzel - Wikipedia

Morgen Witzel is a Fellow of the Centre for Leadership Studies, University of Exeter, UK. He is the author of more than twenty books including the international best sellers *Doing Business in China* (Routledge) and *Tata: The Evolution of a Corporate Brand* (Penguin).

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A History of Leadership | Morgen Witzel

Morgen Witzel is a Fellow of the Centre for Leadership Studies at the University of Exeter Business School.

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He is author of more than twenty books including the bestsellers *Tata: The Evolution of a Corporate Brand* and *Doing Business in China*, now in its third edition. His books have been translated into 11 languages. His articles have appeared in the *Financial Times*, the *Los Angeles Times*, the *Toronto Globe and Mail*, *The Smart Manager*, *Financial World*, and many others.

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Morgen Witzel is the author or coauthor of twenty-eight books and several thousand articles, essays, reviews, commentaries and other short articles. Most of have been on subjects relating to history, management and leadership. Two books, *Tata: the evolution of a corporate brand* and *Doing Business in China*, have been international bestsellers. His articles have appeared ...

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Morgen Witzel is an honorary senior fellow at the University of Exeter Business School, and a senior consultant with the Winthrop Group of business historians. He is the author of fifteen books on business and management, including Management History and the best-selling Doing Business in China, as well as Be Your Own Management Guru, published in 2010 by Penguin Portfolio.

Tata: The Evolution of a Corporate Brand - Morgen Witzel ...

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