



The Passionate Professional - Creating value, success, prosperity

Linda Julian

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Great business development in the professional services space is really about behaviour: what you do at the moments that matter. Plans and systems and processes and support materials are nice, and a help. But the choices made at the moments that matter largely determine the outcomes. And that pattern of choices and decisions create professional destiny.

The passionate professional is full of powerful business development ideas, insights, and techniques. Much more than just a reference work, The passionate professional presents smart business development choices, then calls readers to action.

This book is an easy read for busy people. Written in short, punchy article-style, the book is perfect for five minutes with a cup of coffee, as well as an authoritative reference volume on just about everything related to business development for professionals.

Not only lawyers and accountants will benefit from reading *The passionate professional*, any professional or marketer who sells high-value expertise will take something away from this book. Taking one good idea, understanding it, and integrating it into everyday professional behaviour will make a positive difference.

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