



# Developing Knowledge-Based Client Relationships

*Ross Dawson*

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## **Developing Knowledge-Based Client Relationships** Ross Dawson

Developing Knowledge-Based Client Relationships, Second Edition, shows organizations how to lead their key clients into lasting, profitable, high-value relationships. Building on the powerful, tested principles of knowledge-based client relationships, Ross Dawson provides clear and extremely practical approaches for all professional and knowledge-based firms on how to create unique value for both clients and themselves. Detailed case studies across a wide variety of professional services industries offer valuable insights into world leading practice in the field.

He examines key client programs, and how to create deeper knowledge-based relationships through these. He discusses in detail the collaborative technologies available today and how they can be used in client relationships, along with managing portfolios of communications channels. He also discusses firm-wide relationship management, leading relationship teams, and value-based pricing for knowledge-based client relationships. This is done by presenting underlying theoretical framework, a variety of tools for structuring relationships and presenting knowledge to clients, and numerous case studies and examples of firms which have implemented these concepts successfully.

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