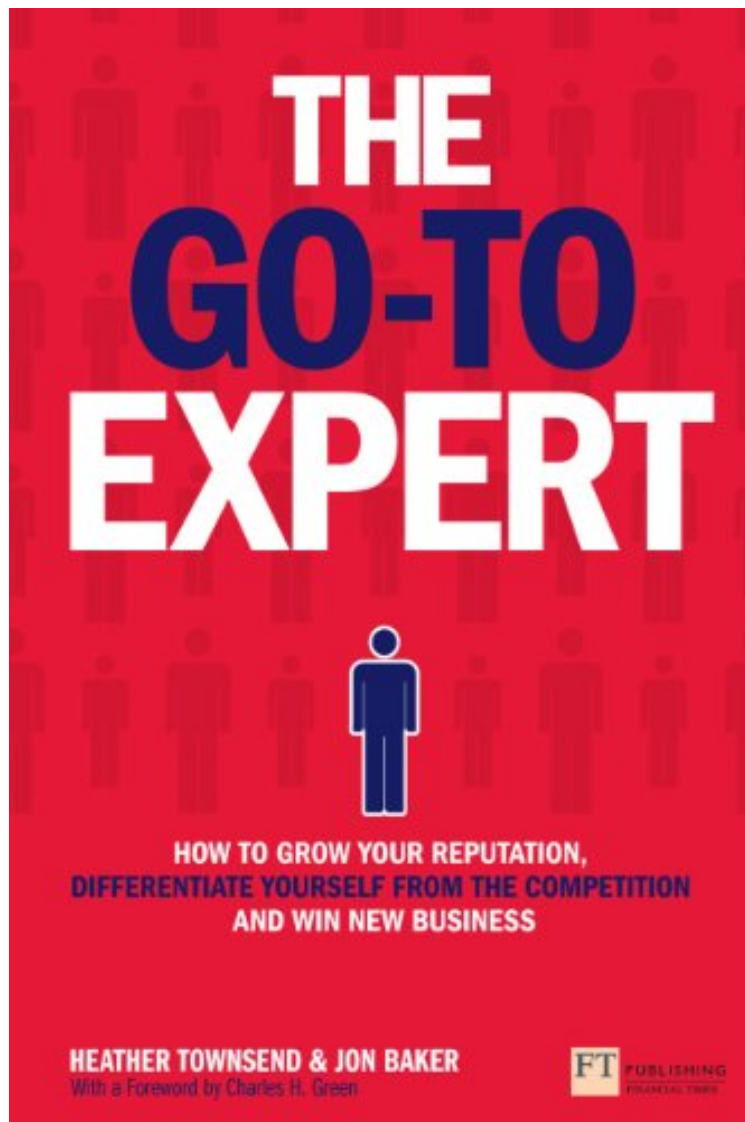


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The Go-To Expert: How to Grow Your Reputation, Differentiate Yourself From the Competition and Win New Business

Heather Townsend, Jon Baker

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'If you want to move your career on, shifting from being just another professional advisor to being truly recognised as a go-to expert, this book will show you the way.' Richard Newton, award-winning author of The Management Book
About the Author Heather Townsend helps professionals become the Go-To-Expert. She is the author of The FT Guide To Business Networking and a high profile member of the professional services industry. Heather has worked with over 300 partners, coached, trained and mentored over 2000 professionals at every level of the UK's most ambitious professional practices. She is a regular speaker and writer for the trade press.
Jon Baker has 25 years experience of managing, training coaching in business. He is an in demand speaker, social media and sales trainer (Jon is a member of the professional speakers' association). In the last 7 years he has coached hundreds of Business owners, helping to grow their firms by more than 63%. He has also had blue chip clients; including BP, Total, and Feel Good Drinks.