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Books

The Trusted Advisor (Free Press, October 2000) explores the paradigm of that very special business relationship, using the professional services paradigm as a basis. The book is a blend of thought and practice, clear ideas and practical suggestions. Among the ideas explored are the components of trust (via the trust equation), the process of trust creation (including the most common trust-breaking mistakes), and a series of key trust "tools," including both mindsets and skillsets. On the practical side, the book includes a number of lists--in fact, enough lists that we made a "list of lists" at the back, which has proven to be very popular with action-oriented readers.

Trust is not a squishy, fog-sculpting "soft" concept--at least, it doesn't have to be. We think you can think clearly about it, put it into serious action, and have it make measurable improvements in your business and life and those of your customers and clients.

But don't just trust us; take a moment and read the generous comments of the highly successful people who agreed to be quoted on the book jacket cover:

"This is a brilliant - and practical - book about an apparently "soft" topic. In our 'world gone mad,' trust is, paradoxically, more important than ever. The authors have an amazing knack for getting to the nub of the issue."

Tom Peters, author of *The Professional Service 50*.

"This book is engaging, enjoyable and absolutely on target. It is packed with truth. The principles outlined in *"The Trusted Advisor"* guide success not just in the advisory professions, but in leadership and life as well."

William F. Stasior, Senior Chairman & Former CEO, Booz Allen & Hamilton



"The Trusted Advisor will help advisors everywhere learn how to take their client relationships to a higher level."

Dale Gifford, Chief Executive, Hewitt Associates

"This is a major contribution to the consulting profession, a richly illustrated and humanistic look at what differentiates a truly great advisor from a good one. This book will be valuable reading for the novice and experienced professional alike."

John Lynch, Chairman and CEO, Towers Perrin

"The Trusted Advisor offers an invaluable roadmap to all those who seek to develop truly special relationships with their clients."

Carl Stern, CEO, Boston Consulting Group

"Our company's development has been guided by and benefited from the Trusted Advisor concepts - and they work! We would recommend these ideas to any company or individual that aspires to lead its clients to high performance."

George Colony, Chairman and CEO, Forrester Research

"The Trusted Advisor is right on the mark. Required reading for all professionals"

Hobson Brown, Jr. President and CEO, Russell Reynolds Associates

"Trust is the key that can unlock a priceless dialogue with your clients. The Trusted Advisor tells you how to build relationships that can last a lifetime."

James E. Copeland, Jr., CEO, Deloitte & Touche, Deloitte Touche Tohmatsu

"Maister, Green and Galford present a remarkably subtle and multi-faceted exploration of a complex and amorphous phenomenon: the trust that lies at the heart of any successful consultant/client relationship"

Dr Laura Empson, Said Business School, University of Oxford

"The Trusted Advisor will make any advisor more effective in winning and servicing clients' business. It is a must read for anyone working in professional service firms."

Thomas W. Watson, Chief Growth Officer, Omnicom Group, Inc.

"This book provides valuable insight into how one can become and, equally importantly, remain a trusted advisor. Earning trust, valuing its importance, applying it in correct amounts at the right time, and thus serving one's client well are essential to succeed in a wide variety of professions"

Howard G. Paster, Chairman and CEO, Hill and Knowlton, Inc.

"The Trusted Advisor is a masterful work with valuable examples, constructs, and

recommendations that I plan to have my entire staff read. Maister, Green, and Galford should be lauded for sharing their wealth of experience and advice on this critical topic."

David C. Munn, President & CEO, Information Technology Services Marketing Association

"This book provides specific, practical and valuable guidance that will make professional advisers of all types reassess their approach to winning client trust"

John Reeve, Executive Chairman, Willis Group Ltd

"The Trusted Advisor gets to the heart and soul of the advice business. This pathbreaking book is a must read."

Professor Charles Fombrun, Leonard N. Stern School of Business, New York University

"The authors have produced a readable, helpful guide to a central issue for all professional services firms. They provide sensible and practical advice, making the components of trust appear clear and straightforward. The book is easy to read and use and many of the check-lists are very valuable. I will encourage my partners to read it and to keep it close at hand."

Michael Bray, Chief Executive, Clifford Chance

"This book will inspire all its readers to re-examine their approach to clients and potential clients. With numerous examples and illustrations, the authors give practical guidance for establishing the sort of relationship with clients that all advisers aspire to achieve. I will be urging all my colleagues to read this book"

John Bishop, Senior Partner, Masons

"Maister, Green and Galford have put their fingers on the core objective of the professional services practitioner, and show effectively how that objective may be achieved."

Jon Moynihan, Executive Chairman, PA Consulting Group (UK)

"The Trusted Advisor" will be invaluable to all professionals, young and old. Anyone who earns his or her living by giving advice should read this book."

Professor John Quelch, Dean of the London Business School

Find out more about the book online

Soundview ranks it among [Best Business Books of 2001](#)

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