

Marketing Organization Development Consulting

A How-To Guide for OD Consultants

Edited by
William J. Rothwell
Jong Gyu Park
Jae Young Lee



CRC Press

Taylor & Francis Group

Boca Raton London New York

CRC Press is an imprint of the
Taylor & Francis Group, an **informa** business
A PRODUCTIVITY PRESS BOOK

Contents

Preface.....	ix
Acknowledgments	xv
Editors	xvii
Contributors	xxi
Advance Organizer	xxv
1 Unique Challenges in Marketing Change Management, Performance Consulting, and Organization Development	1
WILLIAM J. ROTHWELL	
2 Marketing Landscape, Tools, and Definitions.....	13
MICHELE C. WELLIVER	
3 Evaluating Personal Strengths and Weaknesses: A Competency-Based Approach	31
JONG GYU PARK	
4 Evaluating Unmet Needs and Opportunities	51
MARIE CARASCO-SAUL	
5 Proposal Process	71
AILEEN G. ZABALLERO	
6 Pricing OD Consulting Services	91
WILLIAM J. ROTHWELL	
7 Channels for OD Marketing.....	103
ZAKIYA ALSADAH	
8 Communication Planning and Branding	123
AZADEH OMRANI-KERMANI	
9 Personal Sales.....	133
JAMIE CAMPBELL	

10	Executive-Level Communications.....	159
	JAE YOUNG LEE	
11	How Measurement and Appraisal Can Be the Means to the End of Marketing OD	173
	PATRICIA MACKO	
12	The Future of Marketing OD Consulting.....	189
	WILLIAM J. ROTHWELL	
Index		197