

Table of contents

Foreword	5
Sarah Goulbourne <i>gunnercooke</i>	
Chapter I: Know yourself and your goals	11
Hannah Beko	
Chapter II: Build charisma	29
Clare Jones	
Chapter III: Be commercial	49
Hannah Beko	
Chapter IV: Be innovative	65
Hannah Beko	
Chapter V: Manage your clients	83
Steve Couch	
Chapter VI: Win work	105
Clare Jones	
Chapter VII: Lead effectively	123
Steve Couch	

Chapter VIII: Be collaborative _____ 149
Steve Couch

Chapter IX: Share good ideas _____ 175
Clare Jones

Chapter X: Manage change _____ 195
Clare Jones

Conclusion _____ 209
Clare Jones

About the authors _____ 219

Index _____ 223

About Globe Law and Business _____ 231