



True Professionalism: The Courage to Care About Your People, Your Clients, and Your Career

David H. Maister

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David Maister, the world's premier consultant to professional service firms, vigorously challenges professionals to examine this essential, yet under-addressed question: What is true professionalism?

Professional firms are forever trying to get their people to act like professionals—to do the right things. Though their various incentives may create employee compliance, these don't often encourage excellence. His answer is clear: It is believing passionately in what you do, never compromising your standards and values, and caring about your clients, your people and your own career. In clear and compelling terms, Maister shows that this approach is not only ethical but also conducive to commercial success.

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