

# Preface

On a Friday evening in June 2011 in the “Brauhaus Früh,” one of Cologne’s most traditional breweries in a corner table usually occupied by local “Colognians” unwinding after a long working week, the idea for this handbook was finally born.

On this summer evening, a group of people from India, the UK, the USA, Germany, and a few other countries was having a few beers, sitting together, and discussing the repercussions of globalization for professional services firms. This select group consisted of close business partners and in some cases also long-term friends, brought together by the seventh BITKOM/NASSCOM Indo-German ICT Conference 2011. They shared a common fascination for the seemingly indefinite opportunities that globalization continues to bring to their chosen profession. If there is a powerful picture for the potential and the added value of globalization to professional services, it was the spirit of that night in Cologne. People from different and economically as well as culturally highly diverse nationalities discussed and celebrated a more and more interconnected world with fewer and fewer boundaries for global professional services firms and their educated and internationally minded workforce.

During the following days, we played with the idea of bringing together different perspectives and experiences about the globalization of professional services in a handbook. And as we rethought it some weeks later and started to approach colleagues and friends in our network, we were truly impressed by the positive feedback and the readiness to contribute thought-leadership papers, sharing both personal experiences and corporate strategies. The basic inspiration for the book, however, comes from our research in the field of professional services and the many years of personal experience of consulting and advisory practice in a global environment.

One year after the night in the “Brauhaus Früh,” the book is now published and launched. We are now even more confident that putting a strong research focus on professional services and applying a global perspective was a useful undertaking. Perhaps most importantly, including the practitioners’ experiences enabled us to examine how professional services have undergone a strategic transformation and

to predict how it will continue to change and adapt to the new world order demanding a truly global service delivery model.

Globalization affects professional services firms just as much and just as fast as product firms, but during our research and professional work, we found that the effects of globalization on professional services firms were—so far—not yet discussed in great detail in any book. We have tried to bridge this gap with our handbook and we sincerely hope you will find it useful.

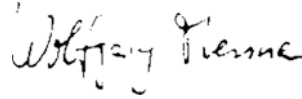
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