



The Business of Expertise: How Entrepreneurial Experts Convert Insight to Impact + Wealth

David C. Baker

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This passionate expertise manifesto is intended to elevate the impact of advisors who sell insight as entrepreneurs. Three foundational chapters form the basis of the entire book: experts develop insight by isolating patterns in data; they convert those insights to wealth by crafting a unique positioning for which few available substitutes exist; and their confidence grows as the marketplace embraces their application of expertise. The next fifteen chapters--building on that foundation--each answer a single question, starting with the role of expertise in a developed society, how important it is for experts to love the hard work required to hone their expertise, and how to see all that in the context of their own purpose in the world. We pause to dig deeper by examining the very narrow overlap between expertise and entrepreneurship: the narrow slice of humanity for which this book was written, with a nod to how easy it is for those entrepreneurial experts to be pulled off mission to explore new things. What are the critical positioning mistakes to avoid? Are there helpful ways to keep your deep, narrow expertise from blinding you to a broader, wider relevance? How might you frame your expertise in horizontal or vertical terms or a combination of both? There are core principles for this and they start with distinguishing between strategy and implementation. What are the earlier and then later tests to validate your positioning? What are the most effective ways to demonstrate your expertise, and conversely the activities most important to avoid? If you are an entrepreneurial expert selling advice for a living, you'll absorb deeper and deeper insight each time you scour it. It emerges from the trenches, and is written for experts in the trenches. Following the three foundational chapters (A, B, C) that open the book, there are fifteen chapters that build on that: The Role of Expertise in a Developed Society; The Interplay Between Expertise and Fulfillment; The Why for Your Entrepreneurial Expertise; Combining Expertise and Entrepreneurship; The Relevance and Sustainability of Expertise; Positioning Mistakes and Why We Make Them; Practicing Expertise Within a Broader Context; Distinguishing Between Vertical and Horizontal Expertise; Principles for the Less Exchangeable Positioning of Expertise; Distinguishing Expertise from Implementation; Five Early Tests for the Positioning of Your Expertise; Demonstrating Expertise; Not Demonstrating Expertise; How Expertise Unfolds: A Recap; and The Long Game: Maintaining Relevant Expertise. The book is fully illustrated in color, is a hardback (case bound), and has a full-color dust jacket.

The Business of Expertise: How Entrepreneurial Experts Convert Insight to Impact + Wealth Details

Date : Published July 11th 2017 by RockBench Publishing Corp.

ISBN : 9781605440606

Author : David C. Baker

Format : Hardcover 266 pages

Genre : Business, Education

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Jamie from The Doer Co says

Read this book back to back with Blair Enn's Win Without Pitching Manifesto and I really enjoyed the different perspective on the same underlying concepts.

Fabian Geyrhalter says

Another wonderful book by David, full of wisdom and actionable insights. If you are an expert in what you do, or you strive to become one, this book is a must-read!

Jay Buys says

As the owner of a small (7 person) digital agency, I often felt like David was pulling directly from concerns inside my own head. Great insights, lots of practical information and written in a way that's engaging. I would highly recommend this to any entrepreneur or small business owner.

Jake Cooper says

I love the mindset instilled in this book to focus on positioning and expertise, though I wish there was more of the actionable advice found in the second half of the book rather than the justification for it found in the first half.

Tsavo Neal says

The Business of Expertise is a call-to-action for business owners and consultants who want to become valuable experts and make more money from their expertise. From the essential "Why" questions to choosing where you focus your expertise, David helps you with each and every step, tying in his own experience on what it took for him to become a highly-sought expert. The book will make you uncomfortable, challenge you, and push you outside of your comfort zone. That's why it's so valuable. Taking direct, confident action on principles David outlines in this book will change the trajectory of your business in the most positive and enjoyable way. If you're serious about turning your expertise into your main selling point, then this book is for you.

Clinton says

Just not for me. When I picked up this book, I was excited. I thought it'd be filled with actionable insights I could put to use immediately. The excitement quickly faded.

I felt like I had to grind through page after page before I found any real nuggets of expertise. Baker talks about withholding advice before an engagement is crafted and that's what this book feels like. It feels like the real advice is buried within so that you can't pull out insights without spending a few hours reading cover to cover. Maybe it's so people have to buy the book and enter into an engagement with him before they get the advice. Regardless of the reason, it was not easy to identify his key insights, and furthermore, there is very little about how to actually apply these insights. He kinda leaves it to you to figure out the implementation.

The only thing that prevented me from giving it a 1 Star was that when I did finally find the nuggets, they were useful.
