

# Chemical Consultants Network ZOOM MEETING

SEPTEMBER 22, 2021

## TRANSACTION VERSUS RELATIONSHIP CONSULTING

James Chan – Ph.D., Asia Marketing and Management (AMM)

DATE & TIME: Wednesday, SEPTEMBER 22, 2021 at 6:30 pm

[Click here to register](#)

**Location:** Online via Zoom! (Registration required, see below)

**Abstract:** James Chan, Ph.D., will relate the benefits of a relationship (billing by value) approach to consulting versus a transaction (billing by the hour) approach. Using personal experiences in 38 years advising more than 100 clients, he will shed light on why and how relationship consulting has given him a more profitable, predictable, and preferred career than just doing transaction-based work.

**Biography:** Born in Guangzhou (Canton), China in 1949, James grew up in Hong Kong and came to America in 1971. He received his M.A. from the University of Chicago in 1973 and his Ph.D. in 1977 from the University of Michigan, Ann Arbor, in geography. He lives and works in Philadelphia.

James is the principal and owner of [Asia Marketing and Management](#) (AMM), a Philadelphia-based, independent consulting practice that is specialized in advising U.S. firms on marketing American-made products and services to China and Asia. He has advised more than 100 U.S. industrial equipment manufacturers, technology firms, and professional service organizations. Besides consulting, James taught at Villanova's School of Business and at the University of Pennsylvania. To view his detailed profile, go to: [www.AsiaMarketingManagement.com](http://www.AsiaMarketingManagement.com).

[Click here to register to attend the event.](#) This session is **FREE**.

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