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MORE ON NETWORKS VS. MULTI-CITY FIRMS: "CONTROL" OR "DIFFERENT KINDS OF THINKING"? EITHER WAY, GROWTH FOR CONSULTANTS IS EVIDENT

10/26). With only one office per city, they are controlling their growth, planning to add 4 or 5 firms this coming year. Alvin Busse, A.R. Busse & Assocs (Houston) is current chairman. Member firms meet 4 or 5 times yearly, charge each other an agreed upon hourly sum for services. "We give special attention to a Pinnacle customer -- management attention," Amelia Lobsenz, Lobsenz-Stevens (NYC) told prr. "Another advantage of a network is that you get different kinds of thinking. No matter how good a firm is with lots of offices, I think there is a tendency to be the same, which may be good but still the same. When we get together we do fantastic brainstorming. We learn things from each other. It's a unique situation."

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