DESCRIPTION

*Project Marketing: Beyond Competitive Bidding* is the first English language book that focuses specifically on this important, emerging subject. Project marketing relates to the various marketing activities that take place prior to winning a contract. It deals with marketing of large and complex projects such as the construction of buildings and power stations.

ABOUT THE AUTHOR

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FEATURES

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The authors are all leading international figures in the field of project marketing. Bernard Cova is co-founder and leader of The European Network on Project Marketing and System Selling.

The book provides models and methods that are necessary to develop a constructive approach to project marketing.

It contains more than 20 short cases drawn from a wide variety of industries e.g. aerospace, construction, engineering, transport and energy. The cases are truly international with examples from Europe, Asia, USA and Africa.

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