



Construction Business Development: Meeting New Challenges, Seeking Opportunities

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Construction Business Development is the first book to provide an insight into business development strategies, tools and techniques in construction. This edited text combines academic research with the broad industrial experience of construction business development professionals and marketing consultants. It uses illustrations and case studies in addressing current and future challenges and opportunities in a highly competitive business environment.

This practical book will help construction managers learn how to turn clients into loyal customers.

- * Practical help for client/contractor co-operation
- * Based on international case studies
- * Builds up into a Business Development Plan for construction companies

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