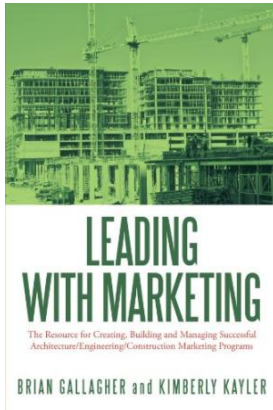


Download PDF

LEADING WITH MARKETING: THE RESOURCE FOR CREATING, BUILDING AND MANAGING SUCCESSFUL ARCHITECTURE/ENGINEERING/CONSTRUCTION MARKETING PROGRAMS



AUTHORHOUSE, United States, 2009. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.How do successful architecture, engineering, and construction (AEC) firms become leaders in their markets? While there is not one formula for all AEC firms, a common characteristic is effective marketing. These firms don't view marketing as an expense, but as a strategic approach to winning. Leading With Marketing embodies how an AEC firm approaches their business, their...

Download PDF Leading with Marketing: The Resource for Creating, Building and Managing Successful Architecture/Engineering/Construction Marketing Programs

- Authored by Brian Gallagher, Kimberly Kayler
- Released at 2009



Filesize: 1.16 MB

Reviews

Very useful to any or all type of people. This is certainly for those who state there was not a worth reading through. You can expect to like how the writer write this pdf.

-- **Dr. Rashawn Lang**

This ebook is great. It typically will not expense a lot of. You will not sense monotony at at any moment of your own time (that's what catalogs are for about when you question me).

-- **Shaniya Torphy PhD**

A new e-book with a brand new point of view. I really could comprehended everything out of this written e publication. I realized this publication from my dad and i encouraged this publication to understand.

-- **Ashlee Gulgowski**
