

**Infrastructure and Marketing in Water Resources:
Proceedings of Sessions Sponsored by the Water
Resources Planning and Management Division of the
American Society of Civil Engineers in Conjunction
with the ASCE National Convention, Nashville,**



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**INFRASTRUCTURE AND MARKETING IN WATER RESOURCES:
PROCEEDINGS OF SESSIONS SPONSORED BY THE WATER
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American Society of Civil Engineers. Hardback. Book Condition: new. BRAND NEW, Infrastructure and Marketing in Water Resources: Proceedings of Sessions Sponsored by the Water Resources Planning and Management Division of the American Society of Civil Engineers in Conjunction with the ASCE National Convention, Nashville, Tennessee, Reza Khanbilvardi, Marketing and infrastructure are two areas of growing interest and importance in engineering. Nearly every engineering discipline now uses some form of marketing to promote its products and services. This is especially true in the water resources field. In addition, much attention has been given in recent years to the deteriorating state of the nation's infrastructure. The nation's water resources infrastructure needs are reviewed. Planning methods for infrastructure rehabilitation and replacement of water resources and utilities, including case reports on renewing a pumping station and a distribution system, are covered. Solutions to institutional constraints in water marketing and a report on water marketing in California are presented.



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