



Leading with Marketing: The Resource for Creating, Building and Managing Successful Architecture/Engineering/Construction Marketing Programs (Paperback)

By Brian Gallagher, Kimberly Kayler

AUTHORHOUSE, United States, 2009. Paperback. Book Condition: New. 21 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 marketplace and their customers. When companies lead with marketing, they strategically choose which markets to target, what to offer, how to differentiate, how to communicate, and how to win. To truly lead with marketing, a firm's marketing strategy must be an ongoing, dynamic process. The process must enable a company to focus its resources on the right opportunities to increase profitability, while satisfying the customer need for achieving a sustainable competitive advantage. Leading With Marketing provides you with the insights, expertise and knowledge needed to lead with marketing. Having worked with Brian and Kimberly for many years and the direct results of their wisdom help Structural Group grow to over \$50 million in sales, now having their...



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