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## 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...

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- Authored by Brian Gallagher, Kimberly Kayler
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