



Engineer's and Manager's Guide to Winning Proposals (Professional Development Library)

Donald V. Helgeson

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Here's a no-nonsense approach to the proposal process by an engineer who has worked in the trenches and knows the practical solutions to getting the job done. This book brings order out of the often chaotic frenzy that characterizes most proposal efforts. From marketing effort to BAFO, this book takes you step by step through each phase -- the substance of what makes a winner.

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