

1. Record Nr.	UNINA9910254660603321
Titolo	Business Project Management and Marketing : Mastering Business Markets // edited by Michael Kleinaltenkamp, Wulff Plinke, Ingmar Geiger
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2016
ISBN	3-662-48507-9
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (VII, 399 p. 142 illus., 1 illus. in color.)
Collana	Springer Texts in Business and Economics, , 2192-4333
Disciplina	658.404
Soggetti	Marketing Project management Accounting Bookkeeping Organization Planning Project Management Accounting/Auditing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Order Management -- Inquiry Evaluation and Proposal Preparation -- Pricing and Revenue Planning in the Project Business -- Order Financing and Financial Engineering -- Contract Management -- Negotiation Management -- Project Management -- Project Cooperation.
Sommario/riassunto	Marketing and implementing large-volume orders and major projects calls for specific types of expertise. This textbook deals with all of the management tasks involved: order management, inquiry evaluation and proposal preparation, pricing and revenue planning, order financing and financial engineering, contract management, negotiation management, project management, and finally project cooperation. Adopting a cross-sector perspective, it examines both traditional manufacturing industries and business-to-business services. All contributions are presented in an accessible style, making the book

well-suited as both a managerial textbook and valuable practical guide.

.
