

1. Record Nr.	UNINA9910461782703321
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Titolo	Successful Proposal Strategies for Small Businesses : Using Knowledge Management to Win Government, Private-Sector, and International Contracts / / Robert S. Frey
Pubbl/distr/stampa	Boston : , : Artech House, , 2012 [Piscataway, New Jersey] : , : IEEE Xplore, , [2012]
ISBN	1-60807-475-7
Edizione	[6th ed.]
Descrizione fisica	1 online resource (723 p.)
Collana	Artech House technology management and professional development series
Disciplina	658.804
Soggetti	Proposal writing for grants - United States Small business - United States - Finance Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Successful Proposal Strategies for Small Businesses Using Knowledge Management to Win Government, Private-Sector, and International Contracts-Sixth Edition; Contents; Acknowledgments; Introduction; Chapter 1 Competitive proposals and small business; 1.1 Overview; 1.2 From set-asides to full-and-open competition; 1.3 Small business constraints; 1.4 Maximizing small business strengths; 1.5 SBIR and STTR programs; 1.6 Organizing your company to acquire new business; 1.7 Effective strategic and mission planning; 1.8 Converting knowledge into proposal success. 1.8.1 KM benefits proposal development1.8.2 Internal and external clients: looking at clients in a whole new way; Endnotes; Chapter 2 Strategic partnering and subcontracting opportunities; 2.1 Subcontracting opportunities and pathways to success; 2.2 Critical success factors; 2.3 Specific strategies for achieving subcontracts; 2.4 Becoming part of a governmentwide acquisition contract (GWAC) team; 2.5 How mentor-protege programs can help your business; Endnotes; Chapter 3 Marketing to and with your clients; 3.1 More than just selling; 3.2 Transactions are personal--people buy from people. 3.3 Listen to your client3.4 Infuse marketing intelligence into your

proposal; 3.5 Intelligence gathering and analysis techniques; 3.6 Call plans; 3.7 Maintain management visibility on your contracts; 3.8 Project managers as client managers; 3.9 Commercial off-the-shelf acquisition; 3.10 Pursuing firm-fixed-price and invitation-for-bid opportunities; 3.11 Using the request for information and the request for comment as valuable marketing tools; 3.12 Contractor prequalification statements; 3.13 Ethics in marketing and business development.

3.14 Advertising, trade shows, and high-impact public relationsEndnotes; Chapter 4 Requests for proposals; 4.1 Overview; 4.2 Part I--the schedule; 4.3 Part II--contract clauses; 4.4 Part III--list of documents, exhibits, and other attachments; 4.5 Part IV--representations and certifications; 4.6 The importance of Section L (instructions to offerors); 4.7 Section M (evaluation criteria): toward maximizing your score; 4.8 Greatest or best-value approach; 4.9 Emphasis on performance-based acquisition (PBA); 4.10 Influencing the content of an RFP--legitimately.

4.11 Other types of solicitation documentsEndnotes; Chapter 5 Private-sector solicitation requests; 5.1 Grant proposals--winning what you bid; 5.1.1 Letters of inquiry; 5.1.2 Balancing the technical and the nontechnical; 5.1.3 Standard grant proposal components; 5.2 Nongovernmental organizations (NGOs); Chapter 6 The federal acquisition process: emerging directions; 6.1 Major trends going forward; 6.2 Rapid order task response; 6.3 Federal procurement process overview; 6.4 Statutory and regulatory requirements for competition; 6.5 The source selection process; 6.6 Full-and-open competition.

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## Sommario/riassunto

Here's your one-stop-shop for winning new business! The new, Sixth Edition of this perennial bestseller updates and expands all previous editions, making this volume the most exhaustive and definitive proposal strategy resource. Directly applicable for businesses of all sizes, Successful Proposal Strategies provides extensive and important context, field-proven approaches, and in-depth techniques for business success with the Federal Government, the largest buyer of services and products in the world. This popular book and its companion CD-ROM are highly accessible, self-contained desktop refe.

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2. Record Nr.	UNINA9910138158503321
Autore	Ramón Gerardo Guevara-González
Titolo	Aflatoxins : Biochemistry and Molecular Biology // edited by Ramon G. Guevara-Gonzalez
Pubbl/distr/stampa	IntechOpen, 2011 Rijeka, Croatia : , : IntechOpen, , 2011
ISBN	953-51-4422-7
Edizione	[1st ed.]
Descrizione fisica	1 online resource (480 pages) : illustrations
Disciplina	615.95295657
Soggetti	Biochemistry Aflatoxins Molecular biology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Aflatoxins - Biochemistry and Molecular Biology is a book that has been thought to present the most significant advances in these disciplines focused on the knowledge of such toxins. All authors, who supported the excellent work showed in every chapter of this book, are placed at the frontier of knowledge on this subject, thus, this book will be obligated reference to issue upon its publication. Finally, this book has been published in an attempt to present a written forum for researchers and teachers interested in the subject, having a current picture in this field of research about these interesting and intriguing toxins.