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Nota di contenuto	The author; Contents; Introduction; Chapter 1: The commercial context; Chapter 2: How European rules can help you; Chapter 3: The bidding decision; Chapter 4: Prequalification; Chapter 5: Planning and organising for the tender; Chapter 6: Pricing and risk management; Chapter 7: Writing your tender; Chapter 8: Putting your tender together; Chapter 9: Presentations and review; Chapter 10: The legal issues; Chapter 11: Electronic tendering; Chapter 12: Perfect your tenders; Appendix 1: Common Estimating Procedure (Engineering); Appendix 2: Risk factors in practice Appendix 3: Bid registration system
Sommario/riassunto	Presents a report to help you become more skilful, and more successful in your tendering. It also shows you how to: satisfy your customers' requirements; avoid commercial and legal pitfalls; make your tenders really persuasive; improve the written content and physical appearance of your tenders; and boost your presentation and negotiation skills.