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Autore	Nickson David
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Nota di contenuto	Copyright; CONTENTS; LIST OF FIGURES AND TABLES; AUTHOR; FOREWORD; ACKNOWLEDGEMENTS; GLOSSARY OF TENDER TERMS; 1 INTRODUCTION; DEFINITIONS; WHO THIS BOOK IS FOR; HOW IT HAS BEEN WRITTEN; WHAT IT DOESN'T INCLUDE; HOW TO USE THIS BOOK; CHAPTER SUMMARIES; 2 WHAT IS A PROPOSAL?; INTRODUCTION; CONTEXT; ARE THEY REALLY HARD TO DO?; MANAGING BIDS; SUMMARY; 3 PREPARING TO WRITE; INTRODUCTION; BACKGROUND; WRITING - THE BASICS; SUMMARY; 4 PROPOSAL WRITING; INTRODUCTION; BACKGROUND; WRITING FOR PROPOSALS; SALES THEMES, STRAPLINES AND BRANDING; PRESENTING FINANCIAL INFORMATION; SUMMARIES; CVs CASE STUDIES AND REFERENCES LEGAL CONSIDERATIONS; WRITING CHECKLIST - A SAMPLE STYLE GUIDE; 5 GETTING INFORMATION FROM EXPERTS; INTRODUCTION; SPECIALISTS AND EXPERTS INVOLVED; STRATEGIES FOR GETTING INFORMATION; SUMMARY; 6 EDITING AND REVIEWING; INTRODUCTION; EDITORIAL WORK; PREPARING MATERIAL FOR PRESENTATIONS; SOFTWARE TOOLS; SUMMARY; 7 SUPPLIER AND CLIENT CULTURE; INTRODUCTION; ORGANISATIONAL CULTURE;

ORGANISATION CHECKLIST; CULTURE AND LANGUAGE; MARKET SECTORS; CHECKLIST: COMPARING SUPPLIER AND CLIENT CULTURES; 8 OJEU PROPOSALS; INTRODUCTION; THE OJEU PROCUREMENT PROCESS OTHER OJEU PROCUREMENT PROCESSESOME OJEU TERMS AND ACRONYMS; 9 PRESENTATION AND FORMAT; INTRODUCTION; LAYOUT, DESIGN AND PRESENTATION; USING A STYLE GUIDE; MAKING IT LOOK GOOD; APPENDIX A - TEMPLATE PAGES; APPENDIX B - CHECKLISTS; WRITING CHECKLIST - A SAMPLE STYLE GUIDE; EDITING CHECKLIST; CHECKLIST: COMPARING SUPPLIER AND CLIENT CULTURES; FURTHER READING; BOOKS AND OTHER PRINTED SOURCES; INTERNET RESOURCES; INDEX; Back Cover

Sommario/riassunto

This book is a must-have for anyone producing bids and proposals ranging from short covering letters through to tenders for major corporate or government procurement. Its contents and practical advice will prove hugely beneficial for sales, marketing, project and technical staff and for business students at all levels.

2. Record Nr.

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Autore

Ferris Jesse <1972->

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Nasser's gamble [[electronic resource]] : how intervention in Yemen caused the Six-Day War and the decline of Egyptian power / / Jesse Ferris

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Soggetti

Israel-Arab War, 1967 - Egypt
Egypt Foreign relations 1952-1970
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Yemen, North History Revolution, 1962 Participation, Egyptian
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Nota di contenuto

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Sommario/riassunto

Nasser's Gamble draws on declassified documents from six countries and original material in Arabic, German, Hebrew, and Russian to present a new understanding of Egypt's disastrous five-year intervention in Yemen, which Egyptian president Gamal Abdel Nasser later referred to as "my Vietnam." Jesse Ferris argues that Nasser's attempt to export the Egyptian revolution to Yemen played a decisive role in destabilizing Egypt's relations with the Cold War powers, tarnishing its image in the Arab world, ruining its economy, and driving its rulers to instigate the fatal series of missteps that led to war with Israel in 1967. Viewing the Six Day War as an unintended consequence of the Saudi-Egyptian struggle over Yemen, Ferris demonstrates that the most important Cold War conflict in the Middle East was not the clash between Israel and its neighbors. It was the inter-Arab struggle between monarchies and republics over power and legitimacy. Egypt's defeat in the "Arab Cold War" set the stage for the rise of Saudi Arabia and political Islam. Bold and provocative, Nasser's Gamble brings to life a critical phase in the modern history of the Middle East. Its compelling analysis of Egypt's fall from power in the 1960's offers new insights into the decline of Arab nationalism, exposing the deep historical roots of the Arab Spring of 2011.