

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 Contacts / / 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.

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.

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.

3. Record Nr.	UNINA9910821656303321
Titolo	Horticultural reviews . Volume 39 // edited by Jules Janick
Pubbl/distr/stampa	Hoboken, N.J., : Wiley-Blackwell, 2012
ISBN	9786613375957 9781118100585 1118100581 9781283375955 1283375958 9781118100592 111810059X 9781118100578 1118100573
Edizione	[1st ed.]
Descrizione fisica	1 online resource (482 p.)
Collana	Horticultural reviews, , 0163-7851 ; ; v. 39
Altri autori (Persone)	JanickJules
Disciplina	635 635.05 635/.05
Soggetti	Horticulture
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	Horticultural Reviews: VOLUME 39; Contents; Contributors; Dedication; 1. Frankincense, Myrrh, and Balm of Gilead: Ancient Spices of Southern Arabia and Judea; I. Spices and the Spice Trade; II. Frankincense; III. Myrrh; IV. Balm of Gilead; V. Future Prospects; Literature Cited; 2. Advances in the Biology and Management of Monosporascus Vine Decline and Wilt of Melons and Other Cucurbits; I. Introduction; II. Pathogen Biology and Taxonomy; III. Infection, Colonization, and Epidemiology; IV. Disease Management; V. Summary; VI. Epilogue; Literature Cited 3. Ornamental Grasses in the United StatesI. Introduction; II. Case for Ornamental Grasses in the Landscape; III. Production and Culture; IV. Invasiveness; V. Special Uses; VI. Summary and Future Needs; Literature Cited; 4. Mediterranean Stone Pine: Botany and Horticulture; I.

Introduction; II. Botany; III. Horticulture; IV. Concluding Remarks; Literature Cited; 5. Pointed Gourd: Botany and Horticulture; I. Introduction; II. Botany; III. Horticulture; IV. Future Prospects; Literature Cited; 6. Physiology and Functions of Fruit Pigments: An Ecological and Horticultural Perspective
I. Introduction II. Fruit Pigments; III. Color and Color Vision; IV. Prevalence of Different Fruit Colors and Disperser Syndromes; V. Functions of Fruit Colors/Pigments; VI. Departure from the Link Among Color, Maturity, and Quality; VII. Environmental Conditions and Fruit Color; VIII. Conclusions; Literature Cited; 7. Ginger: Botany and Horticulture; I. Introduction; II. Taxonomy, Morphology, and Cytology of Ginger; III. Genetic Diversity and Improvement; IV. Biotechnology; V. Horticulture; VI. Pests and Diseases; VII. Postharvest Processing; VIII. Conclusion; Literature Cited
8. Annatto: Botany and Horticulture I. Introduction; II. Botany; III. Plant Genetics Resources and Breeding; IV. Horticulture; V. Future Prospects; Literature Cited; Subject Index; Cumulative Subject Index; Cumulative Contributor Index; Colour Plates

Sommario/riassunto

Horticultural Reviews presents state-of-the-art reviews on topics in horticultural science and technology covering both basic and applied research. Topics covered include the horticulture of fruits, vegetables, nut crops, and ornamentals. These review articles, written by world authorities, bridge the gap between the specialized researcher and the broader community of horticultural scientists and teachers.
