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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 REFERENCESLEGAL 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 PROCESSES SOME 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

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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.

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