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Autore	Sant Tom
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Note generali	Includes index.
Nota di contenuto	Preface -- Seven deadly sins -- A good proposal is hard to find : but it's worth looking -- Recognizing reality -- Rushing to the exits -- A primer on persuasion -- Understanding persuasion -- Winning by a nose: the structure of persuasion -- Seven magic questions : how to develop a client-centered message -- Why the inuit hunt whales and other secrets of customer behavior -- The cicero principle : how to avoid talking to yourself in print -- Fluff, guff, geek and weasel : the art of saying what you mean -- Weaving your web : how to pull it all together from the start -- The art of the part : where to put your effort -- Letter proposals -- The structure and key elements of formal proposals -- Writing the business case -- Recommending and substantiating your solution -- Persuasive answers to rfp questions -- Presenting evidence and proving your points -- Gathering and tailoring reusable content -- How to manage the process without losing your sanity -- Deal or no deal? : qualifying the opportunity -- An overview of the proposal development process -- The pursuit of perfection : editing your proposal -- The packaging is part of the product -- Presenting your proposal -- Tracking your success -- Creating a proposal center of excellence -- Special challenges -- Index.
Sommario/riassunto	Now in a third edition-the bestselling guide to writing better proposals

and landing more clients.
