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Autore	Frey Robert S
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Newly expanded and thoroughly revised to reflect and meet the demands of a high-velocity global business environment, the Fourth Edition of this popular book and its companion CD-ROM help small and mid-sized businesses as well as non-profit organizations and public-sector agencies to achieve effective, efficient, and disciplined business development, proposal development, and knowledge management (KM) processes. Among an extensive array of updates and new material, the Fourth Edition discusses storytelling as a proposal art, the value of front-end proposal planning and storyboarding, the importance of honoring the customer mission in proposals, and the latest trends in performance-based acquisition (PBA). CD-ROM Included Features a searchable directory of government agencies, easy-to-use proposal templates, and an extensive list of acronyms.
