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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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