



A/E/C Marketing Fundamentals: Your Keys to Success

Julie Huval, Holly R. Bolton, Ronald D. Worth

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Whether you are new to the A/E/C community and working on your very first job or you are a more seasoned professional who is taking on marketing responsibilities for the first time, you will find "A/E/C Marketing Fundamentals: Your Keys to Success" a useful introduction to marketing basics. Even if you are a more experienced marketer, you will learn core principles and effective strategies that will improve your job performance. This ebook, developed by subject matter experts from the Society for Marketing Professional Services (SMPS), provides marketers with the resources and ideas necessary to adapt to the numerous standards changing the A/E/C industry.

ABOUT SMPS

The Society for Marketing Professional Services is the only marketing organization dedicated to creating business opportunities in the A/E/C industry. SMPS represents a dynamic network of 6,000+ marketing and business development professionals working to secure profitable business relationships for their design and building companies. The Society and its chapters benefit from the support of 3,500 firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors.

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