

Persuasive business proposals : writing to win more customers, clients, and contracts

Sant, Tom, author

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Abstrak

<i>With over 40,000 copies sold, the first edition of Persuasive Business Proposals helped many readers construct dynamic, effective proposals. Now in paperback, this fully-revised second edition still gives readers simple, effective techniques for organizing, writing, and delivering proposals while updating the author's winning strategies for today's global business environment.</i>