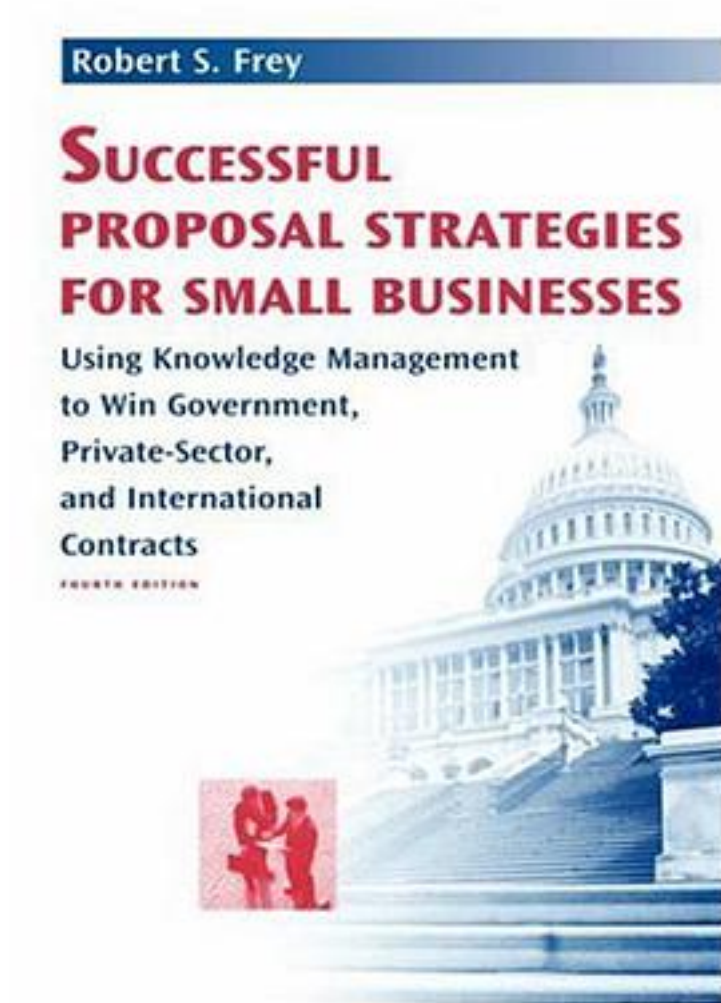


Successful Proposal Strategies for Small Businesses



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Winning new business presents significant challenges. The new, Fifth Edition of this perennial bestseller updates and expands upon previous editions. The result is the ultimate resource for small and mid-sized businesses, as well as non-profit organizations and public-sector agencies, looking to achieve effective, efficient, and disciplined business development, proposal development, and knowledge management (KM) processes that in turn support winning new business. This popular book and its companion CD-ROM are highly accessible, self-contained desktop references developed to be informative, highly practical, and easy to use. Among the extensive array of new material, the Fifth Edition covers how to establish an internal rapid-response task order proposal "engine" for GWACs and ID/Iqs, prepare for successful graduation from the U.S. Small Business Administration 8(a) Program, and succeed in the world of very small businesses. The CD-ROM included features useful proposal templates in Adobe Acrobat, platform-independent format; HTML pointers to Small Business Web Sites; a comprehensive, fully searchable listing Proposal and Contract Acronyms; and a sample architecture for a knowledge base or proposal library.

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目录:

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