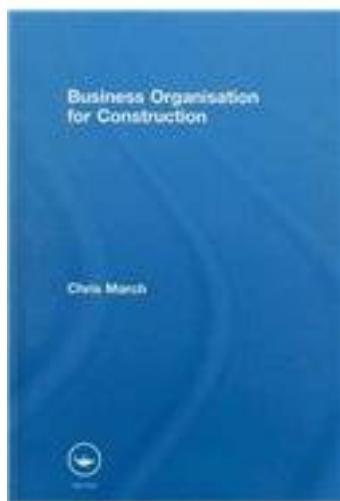


Business Organisation for Construction



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With a user-friendly style and a strong theoretical base, "Business Organisation for Construction" provides readers with some of the tools required to skillfully and successfully operate a business in today's construction industry. Arranged into three sections, Chris March explains: strategy and vision, business finance and the market place the organization, recruitment, support, motivation and leadership of people communication and negotiation. With a wealth of practical construction industry experience, Chris March provides rich anecdotal evidence to enlighten the theory, as well as illustrations and tables to clarify. Available singly or as part of a set, "Business Organisation for Construction" is a valuable resource for construction students.

作者介绍:

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