



# Marketing Made Easy for the AEC Firm: Principles and Procedures

*Russell Faure-Brac*

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Marketing Made Easy for AEC - Principles and Procedures Take charge of the marketing process! If you are a professional working in a technical or project management role for a design, contracting, or consulting firm, the Marketing Made Easy for AEC - Principles and Procedures will help you win more clients.

Marketing Made Easy clearly sets forth a step-by-step process for figuring out what clients need, devising ways to meet those needs and convincing prospective clients to hire you instead of the competition. What's more, Marketing Made Easy for AEC - Principles and Procedures is packed with real-life scenarios that put the marketing principles into a familiar, easy to understand context that make them easy to apply. Apply these techniques to your business and watch your sales soar.

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