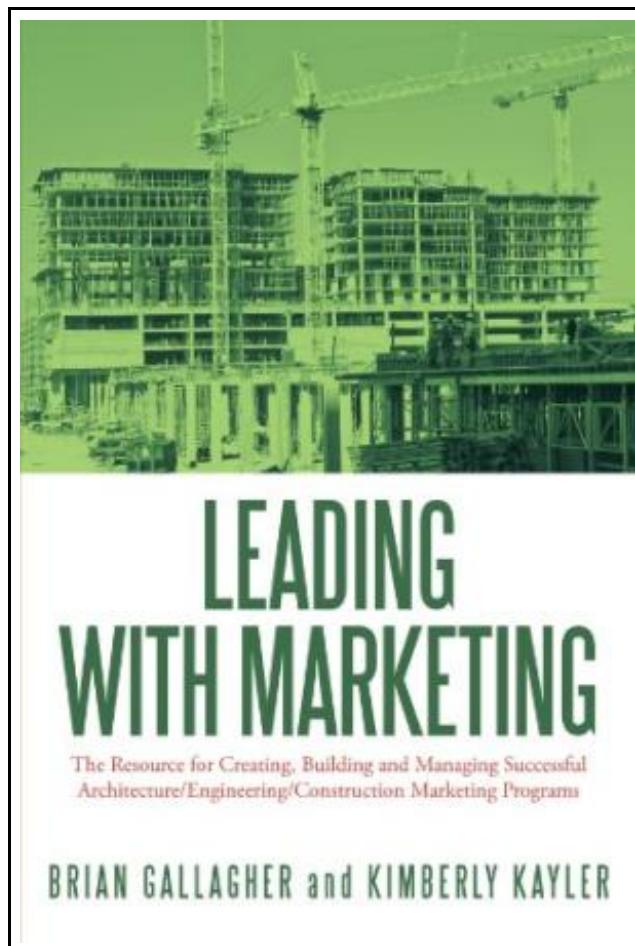


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AUTHORHOUSE, United States, 2009. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.How do successful architecture, engineering, and construction (AEC) firms become leaders in their markets? While there is not one formula for all AEC firms, a common characteristic is effective marketing. These firms don t view marketing as an expense, but as a strategic approach to winning. Leading With Marketing embodies how an AEC firm approaches their business, their marketplace and their customers. When companies lead with marketing, they strategically choose which markets to target, what to offer, how to differentiate, how to communicate, and how to win. To truly lead with marketing, a firm s marketing strategy must be an ongoing, dynamic process. The process must enable a company to focus its resources on the right opportunities to increase profitability, while satisfying the customer needs and achieving a sustainable competitive advantage. Leading With Marketing will provide you with the insights, expertise and knowledge needed to lead with marketing. Having worked with Brian and Kimberly for many years and seeing the direct results of their wisdom help Structural Group grow to over \$500 million in sales, now having their wisdom detailed in this great book will allow more of us to apply marketing strategies to our everyday business. I highly recommend this book to every Architectural, Engineering and Contracting company that desires a profitable growth strategy. - Peter Emmons, CEO, Structural Group Kimberly has helped ACI develop many successful communications and program-launch campaigns by integrating key message development, online and traditional marketing, public relations, and so much more. Brian helped guide ACI into and through several new promotion, search, and communications initiatives as member, then chair of our Marketing Committee. Their combined expertise in marketing and how to market...



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