



# Proposal Preparation

*Rodney D. Stewart, Ann L. Stewart*

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## **Proposal Preparation** Rodney D. Stewart, Ann L. Stewart

This is a ``must-have" for anyone who desires to effectively and successfully sell their products, projects, ideas or services. The new edition has been revised and expanded to include detailed coverage of the current methods and procedures required by the government and used by commercial companies for bid preparation; the latest applications for identifying and tracking fund sources; new desktop publishing techniques for rapid proposal preparation along with available software; and storyboarding methods. The concept of ``straight-line" control is presented for the first time and a complete case study provided to illustrate how to evolve a proposal from development through strategic marketing planning.

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