



Beyond Strategic Planning : Developing and Implementing Winning Strategies for Engineers, Architects and Construction Companies

Clare G. Ross CMC

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In the engineering, architecture and construction industries, change is happening at an accelerating rate. Technology is transforming the way firms do business. Clients and competitors are putting new demands on firms to operate and perform in new and creative ways. This book is a comprehensive look at the strategic planning process as a key tool in helping firms address and come to terms with important issues that affect their business. It's all about managing change. It helps firms allocate their scarce human and financial resources on the opportunities that offer the greatest chance for long-term success.

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