



# Market Management and Project Business Development

*Hedley Smyth*

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## **Market Management and Project Business Development** Hedley Smyth

*Market Management and Project Business Development* is a guide to the theory of marketing and selling projects in business, demonstrating how to secure and deliver value, and improve performance in profitable ways.

By providing a set of key principles and guidelines to business-to-business (B2B) marketing, construction project management expert Hedley Smyth demonstrates how to use marketing and business development principles to maximise the value of a project.

The book takes a step-by-step approach by dealing with each stage in a project's lifecycle in turn, covering a range of approaches including the marketing mix, relationship marketing and its project marketing variant, entrepreneurial marketing and the service-dominant logic.

This book is valuable reading for all students and specialists in project management, as well as project managers in business, management, the built environment, or indeed any industry.

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