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"A/E/C Marketing Fundamentals: Your Keys to Success' a useful introduction to marketing basics. Even if you are a more experienced marketer, you will learn core principles and effective strategies that will improve your job performance. This book, developed by subject matter experts from the

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This handbook provides marketers with the resources and ideas necessary to adapt to the numerous standards changing the A/E/C industry. The idea of a market-driven culture for companies in the design and construction industries was almost unheard of just a few years ago.

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