



Shipley Proposal Guide

By Larry Newman

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This proposal guide has three aims: 1) Help individuals and organizations win competitive business more effectively, efficiently, and consistently; 2) Offer clear guidance to business development professionals that is practical and easy to find and, 3) Record best-practice guidelines.

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Editorial Review

About the Author

Mr. Newman authored the Shipley Associates Proposal Guide for Business Development Professionals, published in 2001, and 2nd Ed., published in 2003, and a 3rd Ed., published in 2006. This unique 346-page reference presents clear, concise guidelines on 62 business development topics, and includes 17 model documents. Mr. Newman has won two STC "Excellence" awards for the Proposal Guide.

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