



Writing Winning Business Proposals, Third Edition

By Richard C. Freed, Shervin Freed, Joe Romano

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Based on the proposal-writing system used at A.T. Kearney and KPMG Peat Marwick, *Writing Winning Business Proposals* features proven strategies, along with worksheets and other tools that clearly show clients what they want and will easily seal the deal.

Thoroughly updated, the third edition offers general guidelines that apply to all business proposals making this the must-have proposal-writing book to have on hand.

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- Winning formula from top consultants proven to work for any proposal
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If you're seeking approval for projects, or want a client to buy, invest or do something, *Writing Winning Business Proposals* is the reference you need to get you to get them to do what you want.



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Editorial Review

About the Author

Author Profiles

Richard C. Freed is a professor in Iowa State University's Program in Rhetoric and Professional Communication. His *Variables of Composition* was named by the National Council of Teachers of English as the best scholarly book on professional communication. A consultant to major international consultancies, he has taught his proposal-writing program, based on the methodology in *Writing Winning Business Proposals*, in 27 countries on five continents.

Shervin Freed and **Joe Romano** are both former Vice Presidents at A.T. Kearney, where Romano was in charge of worldwide professional development. He now teaches math and science to middle-school children in Cleveland.

Users Review

From reader reviews:

Robert Warden:

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