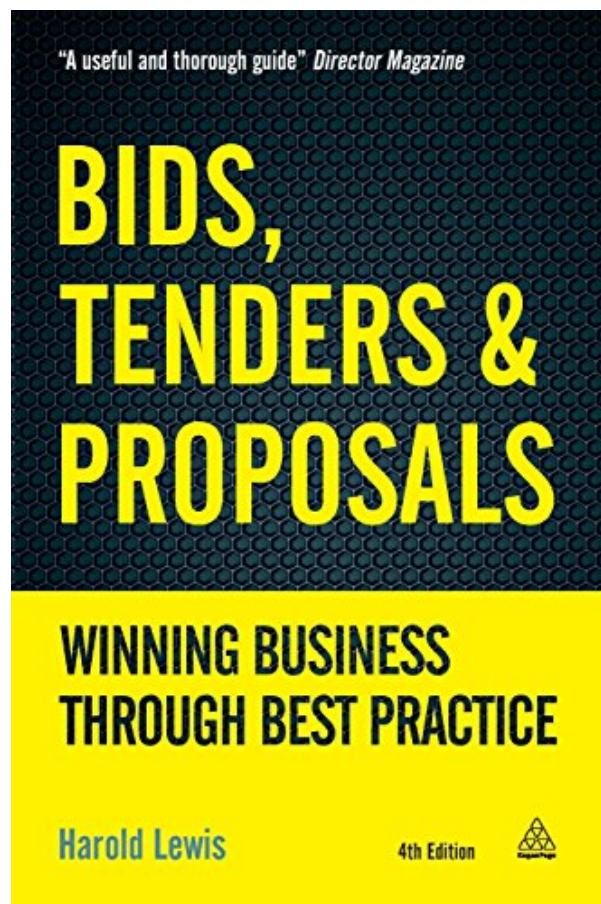


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BIDS, TENDERS & PROPOSALS

WINNING BUSINESS THROUGH BEST PRACTICE

Harold Lewis

4th Edition



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About the Author

Harold Lewis is a writer, editor and independent consultant and has worked with businesses of all kinds and with private and public sector clients. Having written over 300 successful bids and proposals, he is a leading authority on developing and writing competitive tenders – from market intelligence and pre-qualification to bid writing and evaluation.

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For those engaged in professional services, consulting or research, there is guidance here on every step in the process of writing bids, tenders and proposals for contracts and project funding. Written in an easy-to-read and accessible style, this fourth edition of Bids, Tenders & Proposals adds a further dimension to the book by including information about tendering for contracts from international funding institutions and aid agencies such as the World Bank group and UN Global Marketplace.

Chapters highlight aspects of bidding in four broad environments: public sector procurement, particularly within the EU framework; contracts for private sector clients; research funding; international development; and pre-qualification procedures. It reflects the growth of e-tendering with practical advice on all aspects of electronic submission. The entire process of tendering is covered step by step, including:

- deciding whether or not to bid
- analyzing client requirements
- resourcing and researching the bid
- developing and writing the bid
- producing and submitting tenders, including electronic tendering
- understanding how clients evaluate tenders
- making presentations to clients

Harold Lewis includes new coverage of the environment of public sector procurement – specifically the growth of e-tendering, measures to simplify pre-qualification and tendering procedures and moves to make contract opportunities more accessible to small and medium-sized businesses. Lewis has drawn from his practical experience as a proposal writing consultant to provide references, real life examples and useful advice to create a valuable guide for businesses that compete for work.

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