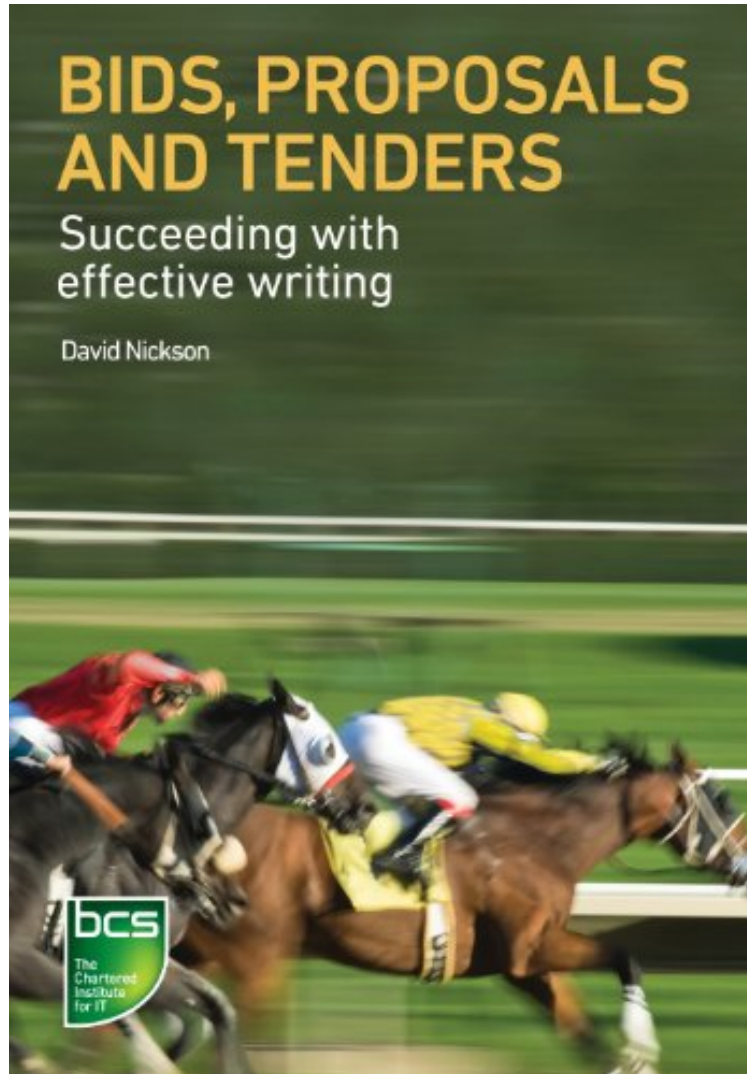


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## Bids, Proposals and Tenders: Succeeding with effective writing

*David Nickson*

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Well structured, easy to understand and follow, and full of practical advice written in the style David advocates, this book should be a mandatory read for anyone contributing to a proposal, regardless of their role, experience or background. An essential read!--Chris Whyatt "Creator of the Get to Great(TM) benchmarking methodology "This book is an excellent guide on how to approach proposal writing.--Viv Green "Cap Gemini "About the AuthorThe author has managed, written and reviewed bids to both the private and public sectors including: General Motors, the MoD, and the Cabinet Office. He also has extensive experience as a project manager and has over 200 magazine and journal articles to his name along with several books. He is currently Director of Astar Computers Ltd.