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A/E/C Marketing Fundamentals introduces marketers to the new realities of A/E/C marketing, providing them with the tools to implement new and successful marketing practices. With so many standards changing the A/E/C industry in this market-driven culture, this is an important resource for companies in the construction and design industries.

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The bottom line is that content marketing represents a huge opportunity for A/E/C marketers to move the needle for their firms. In an industry where thought leadership is so important and where differentiation is difficult, content marketing provides an avenue for companies to stand out from the competition, educate and inform prospects and clients.

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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.

A/E/C Marketing Fundamentals: Your Keys to Success ...

Whether you are new to the A/E/C community and working on your very first job or you are a more seasoned professional who is taking on marketing responsibilities for the first time, you will find "A/E/C Marketing Fundamentals: Your Keys to Success' a useful introduction to marketing basics.

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