

Marketing in the architectural, engineering and construction industries lags behind most others in sophistication and strategies. Many professional practices and contractors chase public tender/bidding opportunities and others rely on repeat and referral business without appreciating the power of their brand (if they know what the word brand means). This book addresses marketing challenges with a positive and practical approach especially for business owners who don't want to be bogged down in clichés and who have been encouraged to try a variety of marketing ideas which simply don't work. The author has published a network of regional construction industry newspapers and websites for 20 years but does not encourage AEC marketers to use paid advertising, except in exceptional circumstances. He shows instead how being proactive with relationships and referrals -- rather than simply relying on them -- and working with relevant associations can provide incredible marketing results at little cost and how the marketing process can be enjoyable as well as profitable.

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