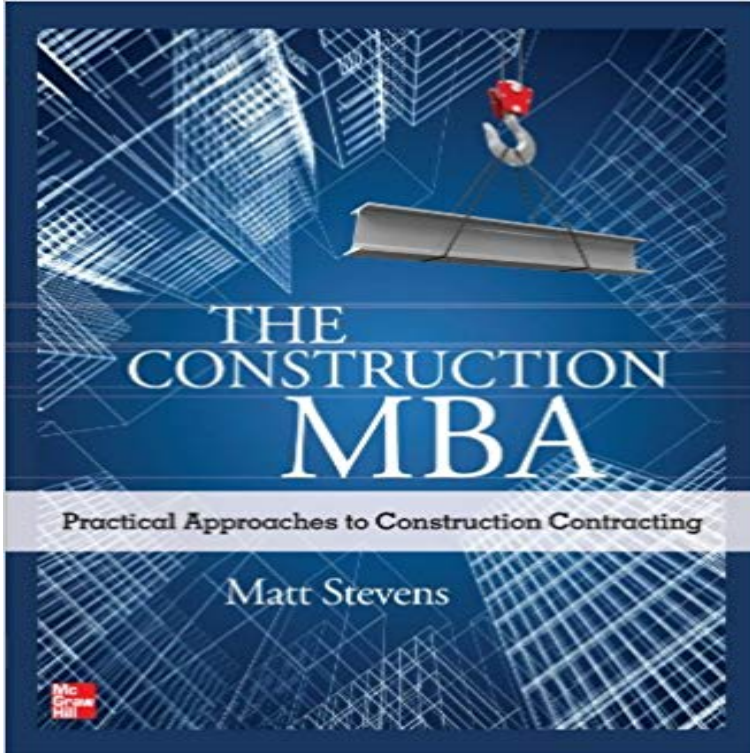


The Construction MBA: Practical Approaches to Construction Contracting: Practical Approaches to Construction Contracting



Proven business strategies for operating a profitable and efficient construction firm
Written by a successful management researcher, advisor, and educator to construction contractors, The Construction MBA reveals effective operating practices for managing the multiple processes that must work simultaneously to make a construction firm consistently profitable. The methods in the book apply to both general and specialty contracting firms and describe how to grow both the top line and bottom line. This strategic resource explains how to integrate metrics into your business model that allow you to identify and react to critical trends. You'll learn ways to gain the competitive edge by adopting superior processes, speeding up your business cycle, and maximizing client satisfaction. Tips for positioning your firm on the sweet spot of the risk-reward curve are also included. Realworld case studies demonstrate the concepts presented in this practical guide. In addition, eight legendary management books are reviewed and their lessons are applied to the construction contracting business. The Construction MBA covers:

- The new business model
- Corporate objectives and strategies
- Work acquisition
- Operations management
- Human resources
- Financial management
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