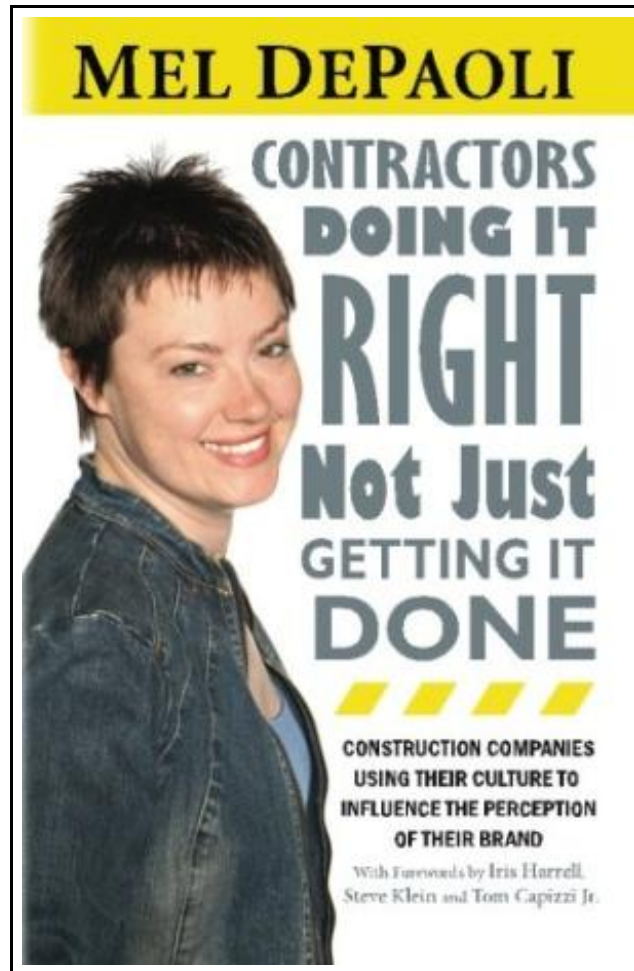


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Brand or Culture, United States, 2010. Paperback. Book Condition: New. 216 x 137 mm. Language: English . Brand New Book ***** Print on Demand *****.Just how important is a strong corporate culture? Based on case studies of companies interviewed over a two year period, **CONTRACTORS: Doing it Right Not Just Getting It Done** answers that question with real life examples of companies that have seen outstanding results in one of the toughest markets around: construction contracting. Readers will gain an understanding of the importance of building and maintaining a strong culture as the key for the longevity and success of their business. Companies featured do not see themselves as competitors of the two guys, a truck and a dog (Oh yeah, don t forget the 90 s style boom box!).Rather they strive to go far beyond that, providing a complete service to their customers, partnering with them, working to delight them in a wide variety of ways - from exceptional quality and craftsmanship to outstanding customer service. This book looks at elements of culture and branding as they relate specifically to the American construction industry. The companies reveal how their cultures began, have grown and changed and where they are going in the future. Challenges they have faced and are facing are also discussed. Interestingly, being a company that does the right thing is often a challenge itself! Mid-to large size companies in the construction industry will benefit from the stories and lessons learned discussed. Topics include: hiring, perception of your company, understanding the client perception, marketing and implementing change.



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