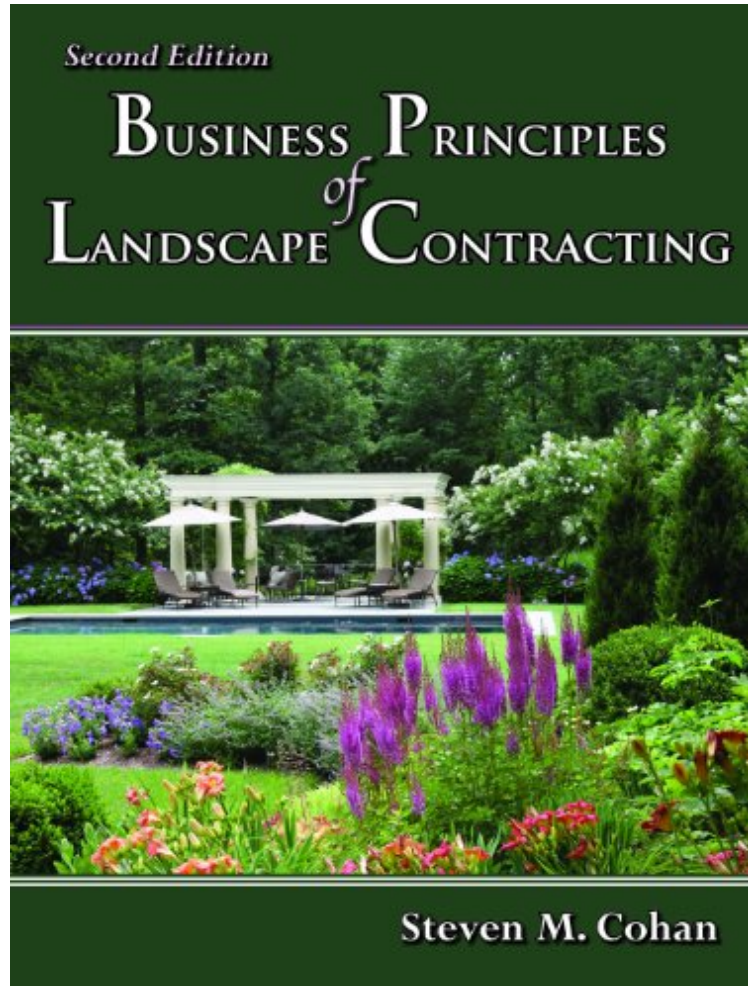


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Written for students enrolled in landscape contracting programs and for entry-level professional managers in the field, this text applies practical business principles to the landscape industry and provides comprehensive coverage of the following topics: financial accountability and management, budget development, profitable pricing and estimating, project management, personnel management and employee productivity, economic sustainability, creating a lean culture, and professional development. Examples are taken directly from actual design/build and landscape

maintenance companies. Case studies and chapter questions reinforce green industry applications of the concepts.