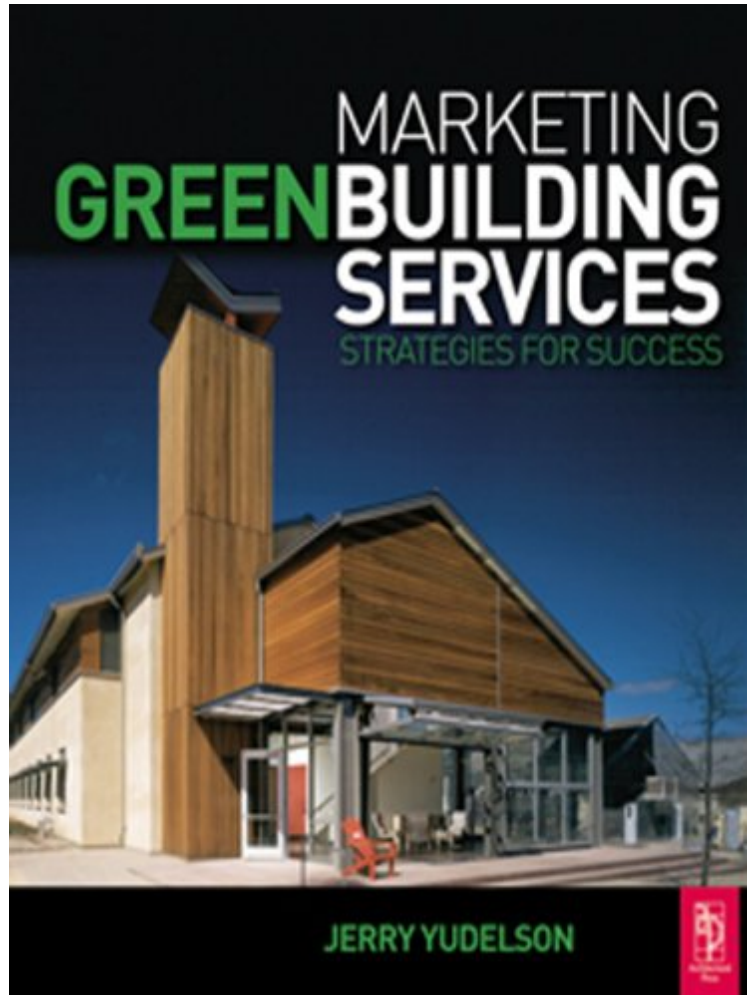


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Marketing Green Building Services

Jerry Yudelson

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Jerry Yudelson : Marketing Green Building Services before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Green Building Services:

0 of 0 people found the following review helpful. Great book for those wanting to market their green skills!By ian shopperIn the field of sustainability, Jerry is the most prolific author of our time. With over a dozen books to his growing accolades, if it's green; Jerry has either spoke about it, written about it, blogged about it or dreamt about it. He is Very much in tuned with today's design challenges and doesn't sugar coat the pitfalls that too often cloud the sustainable vision of a project. He brings forth enthusiastic energy through his readings and gives the design world endless possibilities. We can all learn so much from Jerry. His books are a must read for anyone wanting to learn about sustainability from novice to virtuoso, there is something for everyone! I look forward to reading his entire sweet of publications.

Marketing Green Building Services: Strategies for Success presents all the information key decision-makers need to respond to the fast-growing market for green buildings, design and construction services and products. Completely updated, revised and expanded from the author's previous works, this book is the one resource you need to succeed in the green building marketplace. With a sound grounding in contemporary marketing theory and practice, the book assembles hard-to-find information to assist executives and partners in design and construction firms in crafting competitive strategies that build on their firm's strengths, while shoring up their weaknesses. Since most design and construction firms specialize in particular market sectors, the book systematically examines the important market segments for green buildings. It also presents key business case justifications for green buildings that help architects, engineers and builders to understand client motivations and respond to them with appropriate marketing tactics and communications strategies. The book examines how the green building market is adopting certain new products and design approaches, information that will help manufacturers and product sales teams to craft appropriate marketing strategies. The book also helps owners and developers understand the green building business case and to find out what other leading-edge firms and projects have learned - how to market and sell green buildings and green developments in a highly competitive marketplace.

About the Author Jerry Yudelson, PE, MS, MBA, LEED AP, is a professional engineer and a former board member of the U.S. Green Building Council (USGBC). He is founder and principal of Greenway Consulting Group, L.L.C., Tucson, Arizona. He is an expert in the USGBC's LEED green building rating system, and has trained more than 2,500 people in the LEED system since 2001. He has more than 25 years of experience with marketing renewable energy systems, building design and site planning services, environmental remediation, water conservation and waste management. He co-founded one of the green building industry's leading consulting firms, served for eight years as marketing and sustainability director for two leading consulting engineering firms. He writes and speaks frequently on marketing aspects of green buildings and developments to national and international audiences.