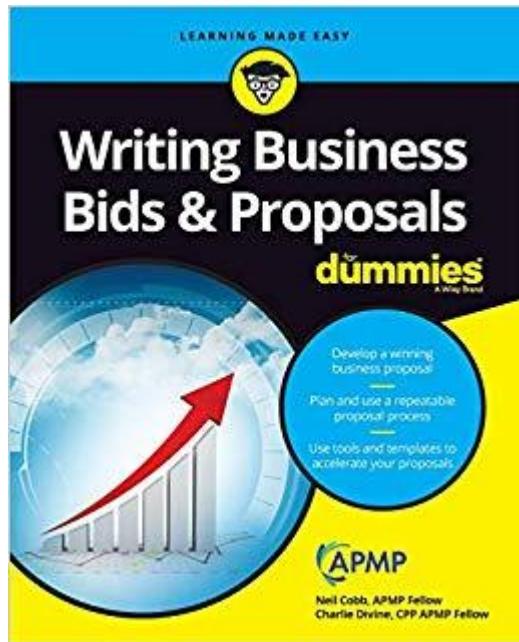


BOOK REVIEWS

WRITING BUSINESS BIDS & PROPOSALS



Author: Cobb, Neil, and Charlie Divine

Reviewed by: Suraporn Onputtha¹

If anyone is looking for a book that can help guide the way to manage and write the effective business proposal, this book named "Writing Business Bids & Proposals" written by Cobb, Neil, and Charlie Divine will be recommended. After reading this book, the readers will get the understanding of what type of proposals is and how to write the proposals effectively. Why? This is because this book provides the knowledge about the types of proposals and proposal samples as well as the techniques to analyse the target proposal readers' needs, interest and requirements, which it can help the proposal writers be able to truly understand them. In addition, this book also provides the important models such as the eight-stage sales process giving understanding on how sales are processed, the three-stage proposal process giving understanding on how proposals are processed, the principles behind need-pain-feature-benefit-discriminator-proof point giving understanding on how proposals can be covered, and other more in this book.

Looking into this book, there are six parts with additional online sources that can be used to further study and search for additional information. In these six parts, the first part is to understand

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about the proposal development consisting of 2 chapters including bids and proposals introduction. The second part is about the focusing on the customers, which this part consists of 3 chapters including building customer relationships, giving your customers what they ask for and sizing up your competition. The third part is about the planning your approach consisting of 3 chapters including developing your proposal process, setting yourself apart from your competitors and keeping your proposal on track. The fourth part is about creating your proposal consisting of 4 chapters including developing your proposal, applying the principles of good writing: structuring your argument, making your proposals look good and getting your proposal out the door. The fifth part is about taking your proposal to the next level consisting of 3 chapters including using tools and templates to accelerate your proposals, leading proposal teams effectively and making each proposal better than the last. The last part is about the part of tens consisting of 2 chapters including ten templates for building your proposal and ten common misconceptions about bids and proposals.

In addition, the language used in this book, which is English is simple and easy-to-understand style. The book also helps the readers of this book to understand comprehensively by inserting a lot of figures and tables. In addition to this, the book highlights the significant points in order to distinguish the contents as well, which it can lead the eyes of the readers to focus on very important point. Lastly, the structure of this book is well constructed. The readers will have fun with reading this knowledgeable book.