



# **Winning Government Business: Gaining the Competitive Advantage with Effective Proposals, Second Edition**

*Steve R. Osborne*

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This complete guide covers every aspect of the proposal process to help you capture new government business. From navigating RFPs and making bid decisions, through developing and submitting proposals, this second edition is crammed full of tips, recommendations, tools, templates, and examples to guide you through each stage of the process. An expanded section on government source selection offers concrete advice on how to win the technical evaluation war. New examples clarify the bid decision process.

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