



The Business Development Journey (The Roadmap To BD Success) (Volume 1)

John C. Lauderdale III

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The Business Development Journey (The Roadmap To BD Success) (Volume 1) John C. Lauderdale III *The Business Development Journey* by John C. Lauderdale III is the keystone volume in the **Roadmap To BD Success** series, a modular how-to guide devised and created by CAI/SISCO. The initial wave of books (2013) is to be followed by additional volumes, each by an established authority in the content presented. This book provides a top-down view of the soup-to-nuts essentials of business development. As a guide, it describes the relationships inherent in the volumes that make up the series.

Practitioner describes those individuals with responsibilities for obtaining—and retaining—government business. This term includes customer representatives, capture managers, proposal managers, proposal coordinators, contracts specialists, estimating specialists, as well as those on the periphery of the business development process. University students planning a career path to include these functions are considered "practitioners-in-training" or "practitioners-in-waiting."

Speaking now to active practitioners: As such, you are successful or you would not be interested in this book. If you are like virtually everyone in the field, you would like to be ever *more* successful. Getting from where you are to where you'd like to be certainly involves gaining and maintaining an understanding of "best practices" in your field. Today, those practices are both complex and continuously evolving. Therefore, the only way of being truly successful in this field is to continuously refresh your individual and organizational skills and knowledge.

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