



Building a Successful Construction Company: Create a Strategy / Organize Your Business / Protect Your Bottom Line

Patricia W. Atallah

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Construction is a relatively easy business to get into but a tough environment in which to do business, as illustrated by high business failure rates. Building a Successful Construction Company is the single best resource for aspiring, start-up and existing construction business owners and managers who want to get it right from the start, and for established contractors who are tired of living in crisis management and survival modes. This book walks you through the ten essential steps to think "big picture" about your business and map out the path to lasting success and financial stability.

Learn how to:

- Assess your strengths and develop a smart business strategy
- Carefully position your company to gain and keep your competitive edge
- Design a solid organization with the right partners and employees
- Create an efficient operation
- Manage your risks
- Build financial stability

Used as a key text by leading master degree programs in construction management, this book also includes advice from top industry experts and real-life anecdotes. The complementary web site, constructionbusinessonline.com, provides links to key industry resources and a variety of checklists, workbooks and templates to assist readers every step of the way.

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