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## CURRENT BOOKS & ARCHIVES

Marketing Industrial Buildings & Sites  
McKinley Conway

ISBN: 0910436118

Up front in this book Conway asserts "We believe fervently that those active in promotion, selling and marketing are engaged in an important and honorable profession. Marketing in a highly competitive environment is a cornerstone of the American enterprise system."

This is a valuable book designed to provide successful marketing programs for all those involved in promoting and selling industrial properties. This comprehensive study of sound marketing techniques encompasses market analysis and target industry identification; organizing for marketing success - the required budget and staff; sales strategy with emphasis on prospecting; program elements; promotion projects and corporate surplus property disposal.

Covering the various techniques and media involved in a comprehensive marketing plan, the author has included chapters on:

- The Sellers: Promotion and Marketing Organizations
- The Customers: Target Industry Groups, Companies and Executives
- Media Advertising for Industrial Development
- Special Publications - Super Projects
- Selling a Specific Building or Site
- Marketing Professional Services

Marketing Industrial Buildings and Sites has received acclaim from professionals in the field and has served as a standard text in the library of industrial marketing specialists and educators.

McKinley Conway has served as engineer, designer, planner and consultant to industry and governments for several decades. Working in the field of economic research and industrial growth planning, Conway has handled marketing projects for several hundred clients throughout the United States, Canada, Latin America and elsewhere.

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