



Business Principles of Landscape Contracting, Second Edition

Steven M. Cohan

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Written for students enrolled in landscape contracting programs and for entry-level professional managers in the field, this text applies practical business principles to the landscape industry and provides comprehensive coverage of the following topics: financial accountability and management, budget development, profitable pricing and estimating, project management, personnel management and employee productivity, economic sustainability, creating a lean culture, and professional development. Examples are taken directly from actual design/build and landscape maintenance companies. Case studies and chapter questions reinforce green industry applications of the concepts.

Contents

1. Structuring for Accountability / 2. Budget Development / 3. Profitable Pricing / 4. Estimating / 5. Financial Management / 6. Project Management / 7. Financial Ratios / 8. Software Applications / 9. Managing Human Assets / 10. Productivity Basics / 11. Creating a Lean Culture / 12. Professional Development / 13. Bottom Line Leadership / 14. Economic Sustainability

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