

Marketing for the Project: Project Marketing by the Contractor

Access to new resource related to marketing and project management added to PMWL



Resource provided by [Milan Choudhury](#)

1 January 2020 – Mumbai, India – Access to a new resource has been added to the PM World Library (PMWL) related to marketing and project management. The new resource is titled “**Marketing for the project: project marketing by the contractor**”, and is a research paper by John Rodney Turner, Laurence Lecoivre, Shankar Sankaran, and Michael Er published in the International Journal of Managing Projects in Business, 4 March 2019.

Out of the three types of organizations involved in the marketing of projects the focus of this research paper is on marketing by the contractor in order to bring new business. The research makes use of Activity Theory to interpret the practices adopted by contractors in project-based industries to do project marketing. Three fundamental questions pertaining to project marketing are initially identified by the authors and are later answered over the course of the research.

Four stages of project marketing are identified by the authors through the initial literature survey. The authors conducted interviews in eight organizations across Australia and Europe and analyzed the results for the four stages of the contract life cycle as well as for the four elements of collaboration.

To access this new resource, go to the Applications and Hot Topics section of the library at <https://pmworldlibrary.net/applications-and-topics/> click on “Marketing and Project Management”, scroll down to resource. Must be a registered trial, student or full member and logged-in to access.

This new resource provided through the PMWL university research internship program; [to learn more, click here](#)

For PMWL Post

Turner J. R., Lecoivre, L., Sankaran, S., and Er, M. (2019). **Marketing for the project: project marketing by the contractor**; International Journal of Managing Projects in Business ISSN: 1753-8378. Available online at <https://opus.lib.uts.edu.au/bitstream/10453/127161/4/Marketing%20for%20the%20Project%20paper%20or%20publication%20final.pdf> (Choudhury)

PMWL Research Result

Where to post in the library: <https://pmworldlibrary.net/marketing-and-project-management/>