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Pareto guidebook helps building pros excel in tough construction market

March 7, 2008—Pareto Building Improvement announces a new guidebook on commercial building development and construction that assists working professionals to manage in an increasingly challenging market. The book is called *Choosing Project Success: A Guide for Building Professionals*.

All members of the development team—building owners and managers, designers, project managers, and lenders—are daily faced with the challenges of managing commercial construction projects. And, the recent downturn in residential building has spilled over to commercial and institutional construction, adding to existing challenges.

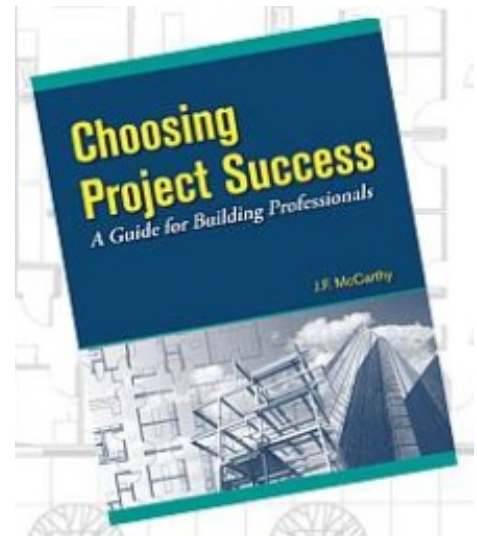
Because of company downsizing and changes in construction technology, many building professionals have been thrown into immediately managing projects, and making key design and construction decisions without proper knowledge. And, before they can seek help, some management and technical knowledge is needed to know who to ask, and how to evaluate their answers. That is where *Choosing Project Success* can help, says Pareto.

Authored by J.F. McCarthy, this book is written for building professionals who have already achieved success but want to do more. It teaches them how to be in their field's top few percent.

The book provides an integrated managerial approach to all aspects of commercial development, useable by all. The project management tools of estimating, scheduling, productivity, and people and site management are defined in workable terms. Technical aspects of construction materials, soils, concrete, masonry, life safety systems, plumbing, HVAC, and electrical are explained.

McCarthy, with 36 years of construction experience, is the owner of a commercial general contracting firm, J.F. McCarthy.

To ensure distribution to all construction and development markets, McCarthy founded publishing company, Pareto Building Improvement, and the book was published in January 2008. For more information, visit the [Pareto](#) Web site.



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