A SUPPLEMENT TO

## Landscape Management

## The INDUSTRY PULSE

INSIDE

Sponsor's view S3

Strategy: adapt or die **S4** The consumer recovery **S8** 

Marketing: word-of-mouth is no longer enough S11

Pricing: surviving the 'undercutters' **S14** 

Residential work: house of cards **S16** 

Commercial value S18

Spend smart S20

The bad and not so bad of hiring today **S22** 

Budget crunch S23

Landscape Management measures the industry beat, offering strategies to maintain and improve business health in 2011. BY NICOLE WISNIEWSKI

BROUGHT TO YOU BY

