

图书基本信息

书名：<<建筑商业战略与实例研究 Professional Practice 101>>

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## 内容概要

Shed fresh light on the many issues involved in the operation of an architectural practice -- from how a firm is structured to how it manages projects and secures new business -- with the latest edition of Professional Practice 101. Case studies, new to this edition, augment each chapter as does a wealth of material including coverage of:

- Project management
- Time management
- Group dynamics and teamwork
- Project delivery
- Communication and leadership skills
- Design and information technology
- Marketing
- Legal and licensing issues
- Financial management
- Risk management and professional liability insurance
- Client and contractor relations

书籍目录

Foreword to the Second Edition by Thomas Fisher Preface Acknowledgements Chapter 1 Practice, Practice, Practice What It Means to Be a Professional or the Courage to Be a Misfit Professionalism and the Public Interest Professional Through and Through Linking Design and Practice For Whom Should You Design? Are You an Artist or an Architect? Sidebar: Voodoo and Hearsay Almost All About IDP, ARE, AIA, NCARB, NAAB, and ACSA Sidebar: Timing of the Architect Registration Examination Designing Your Career Case Study: Designing Your Career Chapter 2 Do the Right Thing Architects and Ethics Sidebar: Postscript on Ethical Behavior Case Study: The Fifty-Nine-Story Crisis Chapter 3 The Firm: Commodity and Delight Design Firm Typologies Firm Start-Ups Two Start-Up Profiles: Young, Digital, and Good Profiles in Courage: Three Firms Case Study: ABC/Prieto Haskell Case Study Analysis: A Firm in Search of a New Identity Case Study: Rose/Knox Townhouses or Architects Build Cheap House for Themselves Chapter 4 Project Management Managing the Process versus Producing the Product Making Group Projects in Studio Work for You Client Relations: Of Timing and Schmoozing Designing Your Time Sidebar: Experimental Drawing-Drawing to Steal The Ultimate Manager: The Role of Wisdom in Louis Kahn's Office Case Study: Anne Cahill (A) and (B) Author's Case Study Analysis: Portrait of a Project Manager Case Study: Drawing as a Means to Practice Chapter 5 Making a (Financial) Statement Financial Management Primer Sidebar: Managing the Labor Force The Real Meaning of Green Design: Fees and Schedules Conventional versus Progressive Real Estate Development Case Study: Downtown Albuquerque Theater Block Chapter 6 To Market, to Market Top 10 Rules of Marketing Marketing for Success Sidebar: Selling Architectural Services Top 10 Presentation Skills Top 10 Principles for Design on the Web Case Study: Richards Roth Caruso, Inc Chapter 7 Laws and Order Chapter 8 Risky Business Chapter 9 New Modes of Service and Project Delivery Chapter 10 Nontraditional Practice Chapter 11 Social Responsibilities Index

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