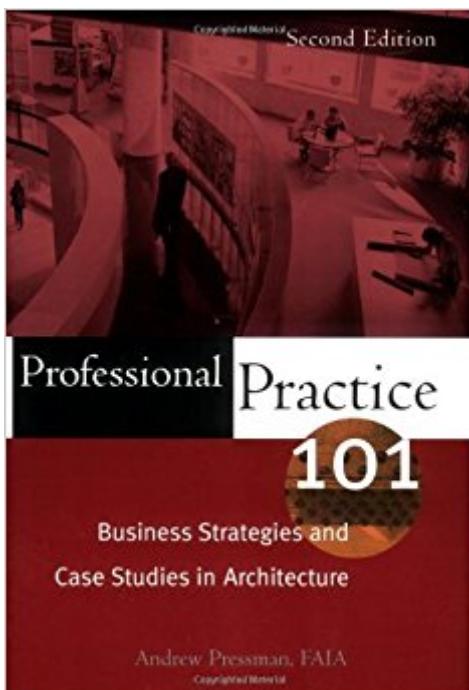


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Professional Practice 101: Business Strategies And Case Studies In Architecture



Synopsis

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"Think of this book as a design primer, providing the basics you'll need to create the practice you want." ¹⁵¹From the Foreword to the Second Edition by Thomas Fisher, Dean College of Architecture and Landscape Architecture University of Minnesota Professional Practice 101, Second Edition sheds fresh light on the many issues involved in the operation of an architectural practice¹⁵¹;from how a firm is structured to how it manages projects and secures new business. Case studies, new to the Second Edition, augment each chapter. Professional Practice 101, Second Edition features a wealth of material on: 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 Critical praise for the First Edition of Professional Practice 101: "Pressman has a knack for capturing the burning issues of the time"; his latest tome is an attempt to bridge the gap between practice and school, a subject near and dear to many hearts since publication of the Boyer/Carnegie study, *Building Community*." *In my book rating system*; Buy This Book, Borrow This Book, or Burn This Book; Professional Practice 101 merits a strong Buy. It's a good reference for young practitioners and people starting their own firms. And seasoned practitioners will appreciate its underlying thesis: the practice of architecture equals perpetual inquiry." *Architecture Boston* "Pressman's text, as well as the contributions from numerous practitioners and educators, delivers an engaging dialogue on the state of architectural practice. Pressman intended this book for students and intern architects. However, Professional Practice 101 is equally, if not more, relevant to seasoned practitioners and educators." *Architectural Record*

Andrew Pressman, FAIA, an architect and professor in the School of Architecture and Planning at the University of New Mexico, leads his own award-winning architectural firm in Albuquerque and Washington, D.C. His work has been featured in more than twenty professional, scholarly, and popular publications, including *Architectural Record*, *Architecture*, and the *Washington Post*. The Editor in Chief of *Architectural Graphic Standards*, 11th Edition (Wiley), Pressman has written five books on architecture and holds a master's degree from the Harvard University Graduate School of Design.

As you work your way through your architectural career there come the times when you need to be reminded about how you should work and how the profession has changed while your eyes were glued to your monitor. This book does all of that and more. Almost all of the contributors are a pleasure to read and on task with the area they were asked to write about. I recommend this book to anyone at any level of their career.

A fine primer for architectural practice. Relatable, generally.

Good products.

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