

Professional Practice 101: Business Strategies and Case Studies in Architecture

Andrew Pressman



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Professional Practice 101: Business Strategies and Case Studies in Architecture Andrew Pressman 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 the this edition, augment each chapter as does a wealth of material including coverage of:

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