



## Professional Practice 101: Business Strategies and Case Studies in Architecture

By Pressman, Andrew

Wiley, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: 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...

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