

<<建筑商业战略与实例研究 Prof>>

图书基本信息

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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

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