



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

By Andrew Pressman



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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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## Professional Practice 101: Business Strategies and Case Studies in Architecture By Andrew Pressman Bibliography

- Sales Rank: #561144 in Books
- Published on: 2006-03-24
- Original language: English
- Number of items: 1
- Dimensions: 10.02" h x 1.14" w x 7.10" l, 1.82 pounds
- Binding: Paperback
- 408 pages



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### Editorial Review

#### From the Back Cover

"Think of this book as a design primer, providing the basics you'll need to create the practice you want."  
—From 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 practice—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*."

—AIArchitect

"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

About the Author

**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.

## Users Review

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#### **Mike Gray:**

This book untitled Professional Practice 101: Business Strategies and Case Studies in Architecture to be one of several books this best seller in this year, that's because when you read this reserve you can get a lot of benefit upon it. You will easily to buy this kind of book in the book retail store or you can order it by way of online. The publisher on this book sells the e-book too. It makes you more easily to read this book, because you can read this book in your Touch screen phone. So there is no reason for you to past this guide from your list.

#### **Billy Smith:**

People live in this new morning of lifestyle always aim to and must have the spare time or they will get great deal of stress from both everyday life and work. So , once we ask do people have free time, we will say absolutely sure. People is human not really a huge robot. Then we inquire again, what kind of activity do you have when the spare time coming to anyone of course your answer may unlimited right. Then do you try this one, reading books. It can be your alternative throughout spending your spare time, the book you have read will be Professional Practice 101: Business Strategies and Case Studies in Architecture.

#### **Reuben Beaubien:**

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