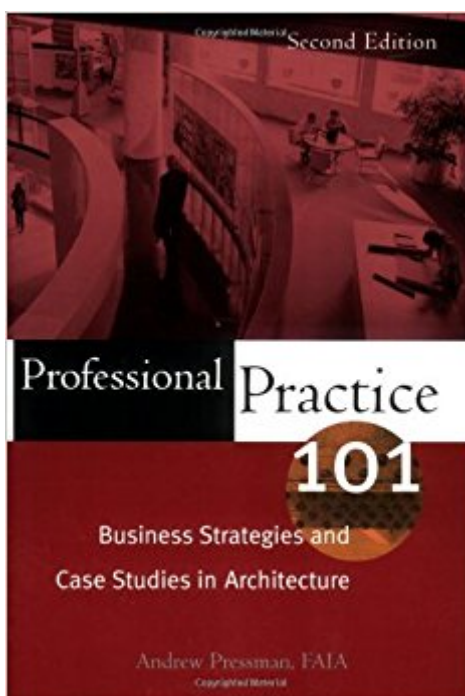


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Professional Practice 101: Business Strategies And Case Studies In Architecture



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Paperback: 408 pages

Publisher: Wiley; 2 edition (March 24, 2006)

Language: English

ISBN-10: 0471683663

ISBN-13: 978-0471683667

Product Dimensions: 7.1 x 1.1 x 10 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

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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.

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