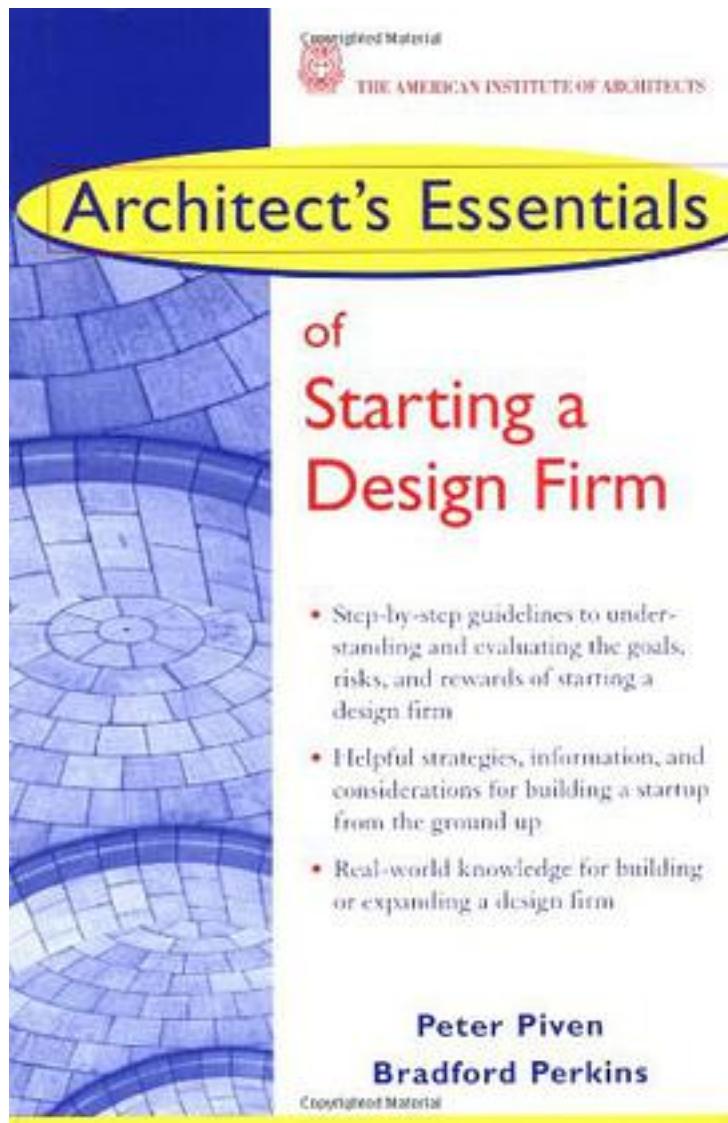


# Architect's Essentials of Starting a Design Firm



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Written by two leading experts in the field this essential volume offers a step by step guide to understanding and evaluating the goals, risks and the rewards of starting a firm. It covers the basics of firm organisation, personnel requirements, legal considerations, fee setting, marketing issues and the essentials of strategic and business plans. It addresses how to get started including how to create your first business plan, evaluate initial needs and costs, create a budget and a produce a list of action items to get started. This volume is practical, applied, concise, portable, affordable, and user friendly.

作者介绍:

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