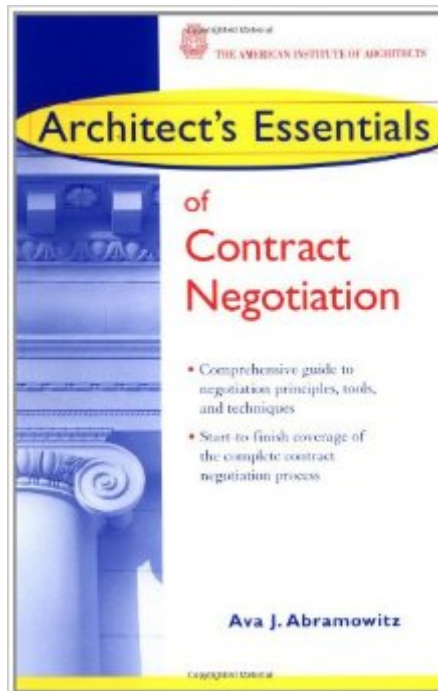


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# Architect's Essentials Of Contract Negotiation (The Architect's Essentials Of Professional Practice)



## Synopsis

For architects, negotiation is explicit in every aspect of practice, just as it is implicit in every aspect of design. And now you can develop or refine the negotiation skills you need with the help of this concise, easy-to-follow guide. Written by an acknowledged expert in the field, this volume in the Professional Practice Series offers accessible, practical coverage of contract negotiation essentials related to growth, expansion, new management, internal transitions, mergers, acquisitions, liquidations, retirement, and more. Also, like all the books in this series, the information you'll find here is expressly tailored to the needs of the design professional.

## Book Information

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## Customer Reviews

The operative word in this third volume of Wiley's new series called "Architect's Essentials" is in the title: "essential". Art Gensler, in a thoughtful, glowing Introduction, sums it up with: "Ava Abramowitz has written a book that should be an essential part of every architectural professional's library and a must-read for every student taking professional practice courses". I couldn't agree more. My first reaction to this book is as a technical writer: Ava has produced, quite simply, the most accessible technical book that I have ever read. If you have been in one of her workshops, you will remember that she knows how to keep a room full of architects wide awake for two hours after lunch, and that most there will give her presentation a five out of five rating. Well, she writes like she talks. We architects are famously words-averse; we prefer pictures. Ava paints rich word pictures, then cannily

grabs you by the necktie and puts you in the middle of the picture. Reading her book is as close as you can get to a face-to-face conversation in print. Her writing style is what the thriller publishers call a "page-turner" - but you won't read more than a dozen pages without putting it down and thinking hard about some aspect of your practice. For those of us who write for the severely right-brained, the bar has just been raised about a foot. Tough act to follow. Now, my reactions as an architect: This is primarily a book on contract negotiation, as the title says - particularly about professional services agreement negotiation. But it is much more than that - contract negotiation is just a doorway to her vision of the future of practice.

With this marvelous book on negotiation, Ava Abramowitz has provided a most excellent public service to design professionals and all other participants in the construction industry. If more people followed the advice contained in this book, there would be more trust between parties, more effective risk management, better projects, happier project participants, and less litigation. This book challenged my own thinking, as I'm sure it will challenge yours. If you follow Ava's reasoning, you will find yourself asking more questions to help focus on your client's problems and needs, and you will learn to listen to them better so that you will propose solutions that go beyond their design needs and reach their basic business and personal concerns. Not only will the principles of communication and negotiation make you more effective in relationships with your clients, you may even find yourself listening better to your spouse and children. I think that all of us who learn to apply the principles of communication and negotiation so artfully and enjoyably explained by Ava, will better appreciate that we negotiate every day over little (and sometimes big) matters. Ava encourages us to approach negotiation from a new perspective instead of the tired old concepts of hard and soft negotiation, win-lose negotiation, or even win-win negotiation. Negotiation, as she explains, does not fit into simple formulas; it does not have to be complex; and it certainly does not need to be intimidating or dreaded. Whether you negotiate contracts with clients or just haggle with your boss, employees or co-workers over every-day decisions in the office or in the field, this book is must reading. I highly recommend this book not only for design professionals but for other project participants and their attorneys.

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