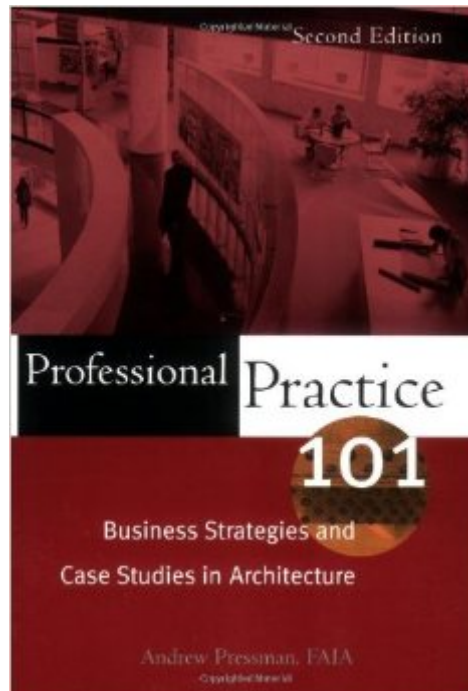


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Professional Practice 101: Business Strategies And Case Studies In Architecture



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Paperback: 408 pages

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

Language: English

ISBN-10: 0471683663

ISBN-13: 978-0471683667

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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.

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