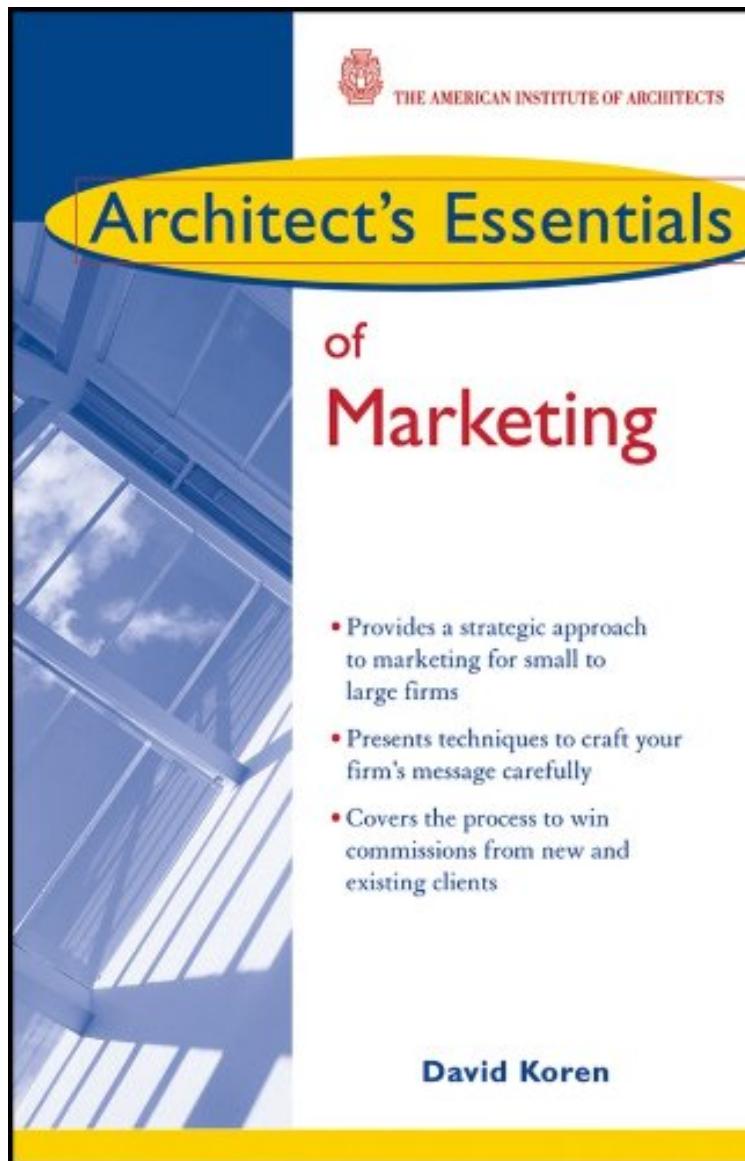


Architect's Essentials of Marketing (The Architect's Essentials of Professional Practice)

David Koren

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From the Back CoverEasy access to crucial marketing information for design professionals Find the concise, practical business information you need right now in the Architect's Essentials of Professional Practice Series. These authoritative guides quickly make you an instant expert on the best business practices crucial for success in today's design and construction professions. Each portable, affordable, user-friendly volume gives you: Authoritative advice from leading national figures Flip-and-find access to critical business information Bulleted lists and callout boxes for quick reference Clear, insightful explanations of complex business topics For design firms that want to take control of their marketing plans and increase business, Architect's Essentials of Marketing is the single-source guide with all the answers. Through concise, step-by-step instructions, it illuminates all aspects of creating a winning marketing strategy and covers how to leverage a variety of marketing tools and resources. Valuable, real-world guidance from an industry-leading marketing professional addresses how to manage the business development cycle to acquire clients and build your business. Packed with field-tested tips and techniques that can be implemented right away, Architect's Essentials of Marketing is an essential go-to guide for architects, landscape architects, urban designers, and interior designers.**About the Author**DAVID KOREN is Marketing Director for Gensler's 250-person New York office where he is responsible for marketing strategy, strategic alliances, market research, and public relations. Koren is co-chair of the marketing committee of the AIA New York chapter and is an active member of the Society for Marketing Professional Services.