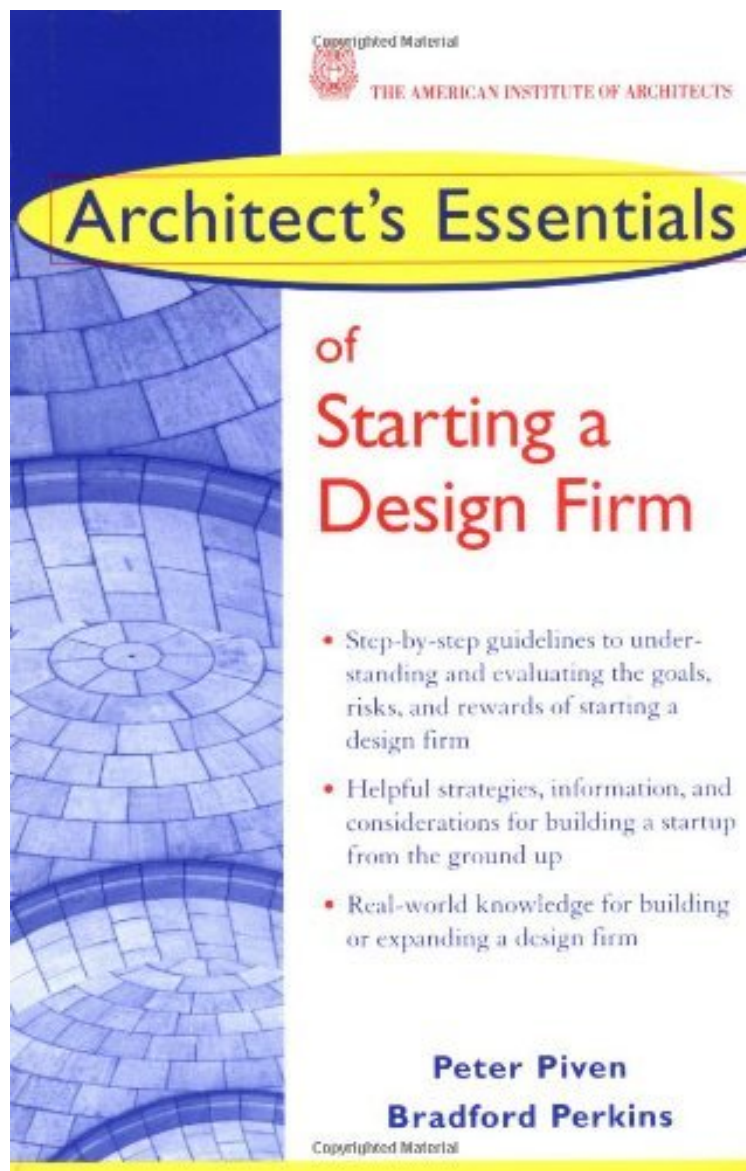


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Architect's Essentials of Starting, Assessing and Transitioning a Design Firm (The Architect's Essentials of Professional Practice)

Peter Piven, Bradford Perkins

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Peter Piven, Bradford Perkins : Architect's Essentials of Starting, Assessing and Transitioning a Design Firm (The Architect's Essentials of Professional Practice) before purchasing it in order to gage whether or not it would be worth my time, and all praised Architect's Essentials of Starting, Assessing and Transitioning a Design Firm (The Architect's Essentials of Professional Practice):

1 of 5 people found the following review helpful. A little too basic
By Laura
Wish there were more in the book about design professionals who consult with other professionals--how to manage your prime? I wish there was a similar book for landscape architect.
22 of 22 people found the following review helpful. If you're even thinking about it, read this book!
By David Greusel
Starting your own design firm is a scary proposition. Having a trusted advisor can help make the transition from employee to being your own boss a little less intimidating. Piven and Perkins do just that in this well written book, which covers the essentials--hey, that's what they called it--of starting a firm without getting bogged down in minutiae. You'll get some solid advice on planning, financing, and how to handle some of the more delicate issues of starting your own firm--such as how to represent work you did for others when marketing your new business. The book also includes model business plans and a basic (very basic) overview of accounting principles that even an architect can understand. Worth reading if you're entertaining any notions about starting your own shop.

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. Covers the basics of firm organisation, personnel requirements, legal considerations, fee setting, marketing issues and the essentials of strategic and business plans. 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.

From the Back Cover
Easy access to crucial business 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
Architect's Essentials of Starting a Design Firm presents a thorough, organized approach to building your own design firm or expanding an existing firm. Written by two leading experts in the field, this authoritative resource offers real-world tips and guidance, as well as pitfalls to avoid, to give your practice the best chance for success. Coverage addresses all aspects of getting started, from preliminary analysis of personal skills and resources preceding a startup (including creating a business plan and evaluating initial costs) to business and marketing strategies to keep your firm going. This complete reference also gives the solid, hands-on advice you need to manage such nuts-and-bolts issues as firm organization, personnel requirements, fee setting, contract negotiation, creating a budget, legal considerations, and much more.
Architect's Essentials of Starting a Design Firm is a peerless, single-source reference for everyone starting or running his or her own design firm.
Step-by-step guidelines to understanding and evaluating the goals, risks, and rewards of starting a design firm
Helpful strategies, information, and considerations for building a startup from the ground up
Real-world knowledge for building or expanding a design firm
About the Author
PETER PIVEN, FAIA, is a principal consultant of The Coxe Group, Inc., in Philadelphia, the oldest and largest multidisciplinary firm providing marketing and management consultation to design professionals. Author of Architect's Essentials of Ownership Transition (Wiley), he guest lectures at the University of Pennsylvania Graduate School of Fine Arts, the Harvard Graduate School of Design, and Rensselaer Polytechnic Institute.
BRADFORD PERKINS, FAIA, OAA, AICP, is the founding principal of Perkins Eastman Architects, PC, a twenty-year-old architecture, planning, and interior design firm based in New York. He is a frequent lecturer on design and design-firm management topics, as well as the coauthor of Building Type Basics for Elementary and Secondary Schools (Wiley) and many industry articles.