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The Architect's Handbook of Professional Practice, 14th Ed.

By American Institute of Architects

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Summary: PART 1: THE PROFESSION. 1. Professional Life. Ethics and Professional Conduct. AIA Code of Ethics. Participating in Professional Organizations. Public Service and Community Outreach. The Architect in the Political Process. Participating in Architecture Education. 2. Legal Dimensions of Practice. Architects and the Law. Copyright Law for Architects. The Architect as Expert Witness. Regulation of Professional Practice. Mandatory Continuing Education. 3. Professional Development. Lifelong Learning. Mentoring. PART 2: THE FIRM. 4. Firm Development. Starting an Architecture Firm. Firm Legal Structure. Strategic Planning for the Design Firm. Firm Identity and Expertise. Establishing a Niche Practice. Team Building. Firm Peer Review. Alliances. Practicing in a Global Market. Ownership Transition. 5. Marketing and Public Relations. Marketing Planning and Strategy. Seeking the Project. Proposal Development. The Project Interview. Public Relations. 6. Client Relations. How Clients Select Architects. Communicating with Clients. Building Client Relationships. 7. Human Resources. The Human Resources Function. Legal Requirements of Employers. Recruiting and Hiring. Staffing Alternatives. New Employee Orientation. Developing and Using Job Descriptions. Compensation and Benefits. Staff Development and Retention. Developing Leadership Skills. Resignation, Termination, and Staff Reduction. 8. Financial...



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