

This book is not designed to explore well-known marketing concepts. Instead, it is intended to look at applied, practical, and proven marketing approaches in a proactive manner that is designed to improve the nature and quality of architectural practice as well as that of other design professionals. It is primarily about the services offered by architectural and small design firms, but it also has as much to do with the notion of change within the design professions as it does with marketing concepts. As a result, the reader may find some thoughts and ideas somewhat provocative, but is intended primarily to bring a new perspective on the practice. Because of changing trends and rapidly changing market conditions, we must, as design professionals, prepare ourselves to communicate and interact with a much broader segment of society, even those who are not potential clients.

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