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Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Yo (Paperback)

By Eric W Reinholdt

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Part narrative, part business book; Architect + Entrepreneur is filled with contemporary, relevant, fresh tips and advice, from a seasoned professional architect building a new business. The guide advocates novel strategies and tools that merge entrepreneurship with the practice of architecture and interior design. The Problem: Embarking on a new business venture is intimidating; you have questions. But many of the resources available to help entrepreneur architects and interior designers start their design business lack timeliness and relevance. Most are geared toward building colossal firms like SOM and Gensler using outdated methods and old business models. If you re an individual or small team contemplating starting a design business, this is your field guide; crafted to inspire action. The Solution: Using the lean startup methodology to create a minimum viable product, the handbook encourages successive small wins that support a broader vision enabling one to, think big, start small, and learn fast. It s a unique take on design practice viewed through the lens of entrepreneurship and is designed to answer the questions all new...



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