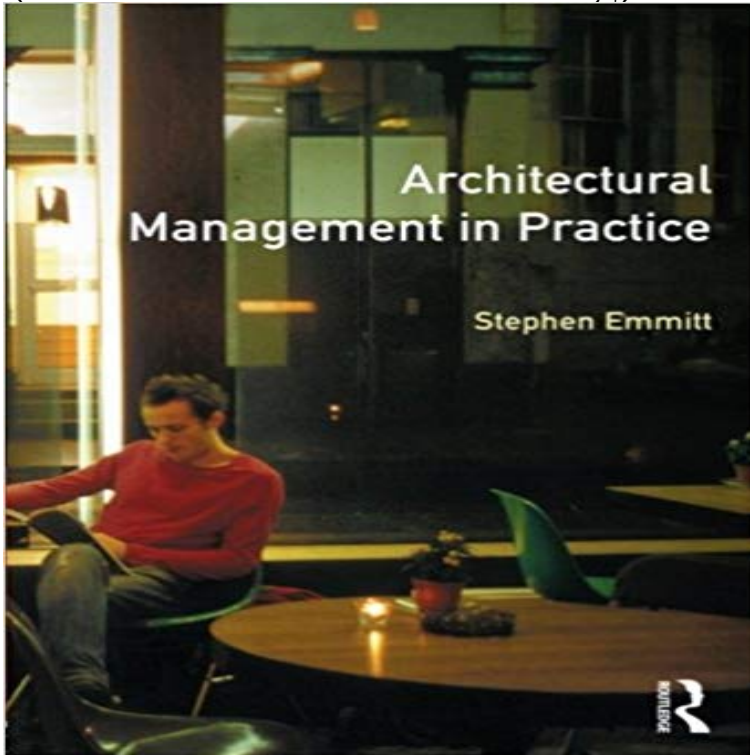


# Architectural Management in Practice: A Competitive Approach (Chartered Institute of Building)



Architectural Management in Practice is intended to provide both an introduction to the architectural management discipline and a bridge between education and practice. The book informs students about the management issues faced by architects, architectural technologists and surveyors in a competitive marketplace and the practices that should be adopted to enable them to compete effectively. It is split into four main sections. Section One sets the background to the profession, looking at how architectural management is evolving and the environment in which the profession sits. Section Two looks at the assets of a practice, that is people, information and business strategies. Section Three covers the practice of architectural management and looks at all the main management issues: managing projects, design, quality and construction. Finally, Section Four defines competitive advantage for a design practice, and shows how to achieve it and how to promote the company.

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