



Starting a New Design Firm, or Risking It All!

Frank A. Stasiowski

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Artistic control and financial security...a pipe dream, right?...Not anymore, and this A-to-Z guide shows you how! Writing in an electrifying style that inspires as it instructs, Frank A. Stasiowski fills you in on everything you need to know about organizing, financing, managing, staffing, marketing, budgeting, and above all, succeeding in your own design practice. He also coaches you on a few of the less concrete problems of running a business, such as overcoming your internal obstacles to success and becoming an effective leader. Packed with hundreds of checklists, sample contracts, resumes, and forms garnered from a number of successful design firms, and offering dozens of inspirational true stories about architects and design professionals who did it their way, this book has virtually everything you need to get you up and running in your own successful practice.



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