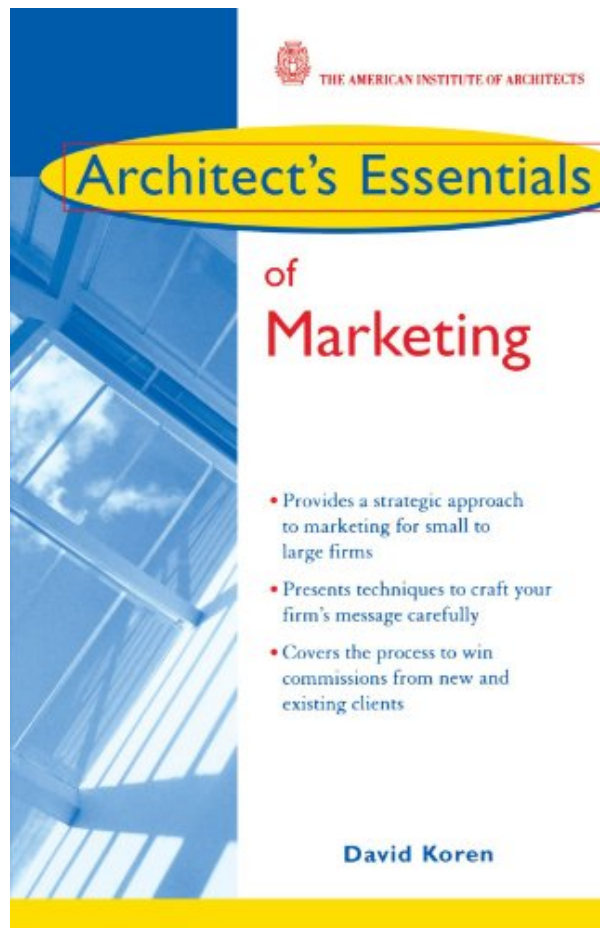


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For design firms that want to take control of their marketing plans and increase business, Architect's Essentials of Marketing is the single-source guide with all the answers. Through concise, step-by-step instructions, it illuminates all aspects of creating a winning marketing strategy and covers how to leverage a variety of marketing tools and resources. Valuable, real-world guidance from an industry-leading marketing professional addresses how to manage the business development cycle to acquire clients and build your business.

Packed with field-tested tips and techniques that can be implemented right away, Architect's Essentials of Marketing is an essential go-to guide for architects, landscape architects, urban designers, and interior designers.

About the Author

DAVID KOREN is Marketing Director for Gensler's 250-person New York office where he is responsible for marketing strategy, strategic alliances, market research, and public relations. Koren is co-chair of the marketing committee of the AIA New York chapter and is an active member of the Society for Marketing

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