



# Architect's Essentials of Winning Proposals

*Frank A. Stasiowski*

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## **Architect's Essentials of Winning Proposals** Frank A. Stasiowski

The "Architect's Essentials of Professional Practice Series" provides substantive information on the business of architecture and its affiliated professions to maintain and improve the quality of the professional and business environment.

Architects and designers are usually required to prepare and submit proposals in order to secure new business and the success of these proposals has a direct impact on the success or failure of any given firm. Architectural firms spend an average of '000s preparing proposals. This guide offers full coverage of how to create a proposal that will get the job Looks at how to personalise proposals as well as effectively targetting it to maximise success rates

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