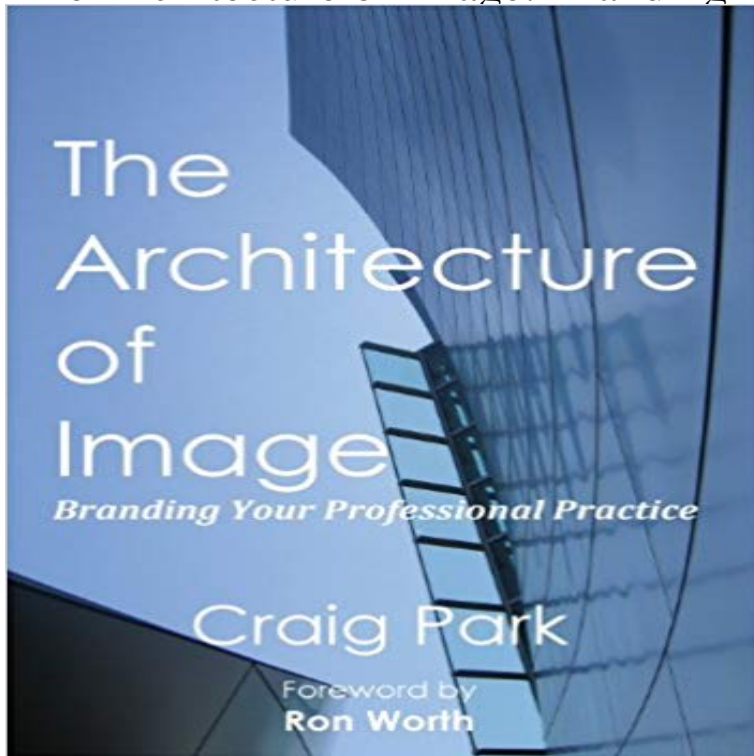


The Architecture of Image: Branding Your Professional Practice



The brand of the professional service firm is one of the most misunderstood and often under-utilized tools used to build market share and increase business. Your brand is critical to establishing and sustaining your firm's image in the market, and critical to the creation of a successful and enduring professional practice. In *The Architecture of Image: Branding Your Professional Practice*, Craig Park, SMPS Fellow and award-winning author, explores how culture, collaboration, and communication create, develop, and sustain an enduring brand. Sharing insights and best practices and examples from some of the leading brands in the AEC industry, this book provides your firm with the understanding and tools to establish your brand in the professional service marketplace.

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