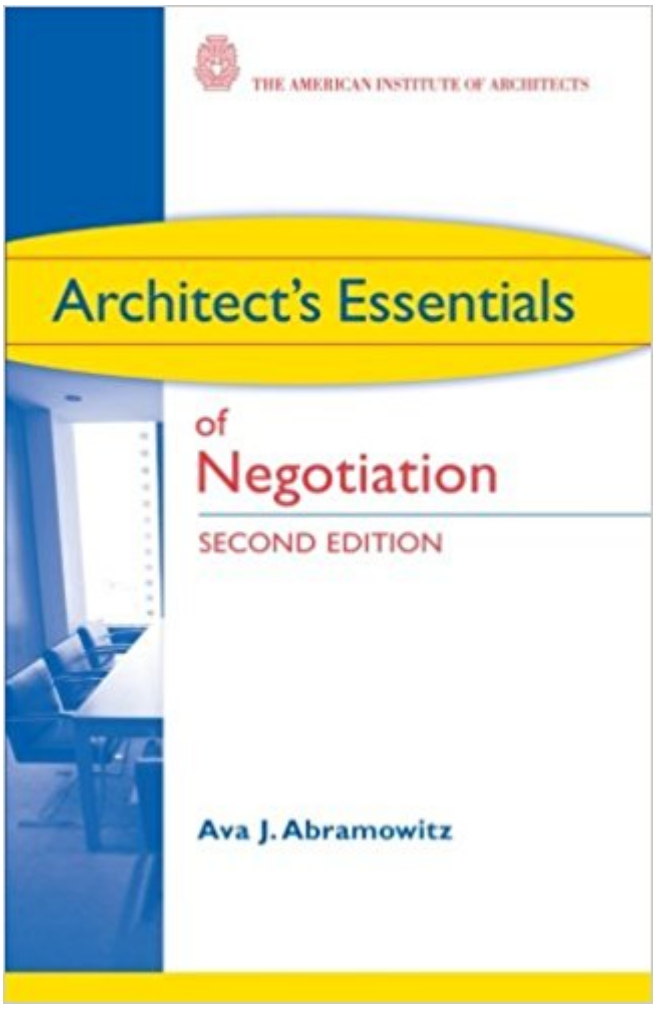
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Architect's Essentials Of Negotiation



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Synopsis

"Where do you turn if you are an architect or student wanting to deepen those skill sets that will make you a more successful professional? Well, taking a look at Ava Abramowitz's new book, "The Architect's Essentials of Negotiation" will be a step in the right direction." Ã¢â ¬â •Robert Greenstreet, Dean, University of Wisconsin at Milwaukee School of Architecture and Urban Planning This is an essential guide for architects and their clients and consultants who need professional advice onÃ Â negotiations,Ã Â fromÃ Â design development to agreements and fees. Contractors will want to read it, too, especially if they are involved with Integrated Project Delivery. This new edition offers updated insights related to negotiation, with references to the AIA Contract Documents, communication, collaboration, and handling disputes, change, and claims.

Book Information

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Customer Reviews

Ã¢â ¬Å“Supposedly architects donÃ¢â ¬â„¢t need negotiating skills along with other communication skills because great design Ã¢â ¬Å“sells itselfÃ¢â ¬Â•. How lovely that an AIA legal counsel created this definitive book to shatter that thin myth. IÃ¢â ¬â„¢ll assert that only a critically-positioned outsider to the profession could have written a book with this valuable slant. If youÃ¢â ¬â„¢re involved in any way in architectural education, be subversive and recommend this book as the first assigned reading for entering students. This is what the world Ã¢â ¬â œ of architecture and everything else Ã¢â ¬â œ needs now.Ã¢â ¬Â• (Norman Weinstein, ArchNewsNow, June 5, 2009)

Architecture/Professional Practice A guide to crucial negotiation skills for design professionals Architect’s Essentials of Negotiation, Second Edition prepares practitioners for negotiating design issues, fees, and contracts, as well as handling risk, disputes, change, and claims. It offers valuable insights on how to hone communication, collaboration, and team-building skills to successfully navigate today’s design-driven, client-centered world. This new edition demystifies complex aspects of negotiation by breaking the process into a series of simple steps. The book explains how to: Dissect and analyze agreement language Identify key issues in a negotiation Address owners’ contractual concerns Enjoy the benefits of managing risk Complete with guidance on developing an effective personal negotiation style, this candid, practical guide is an indispensable resource for architects, landscape architects, interior designers, engineers, contractors, clients, and anyone else who needs to master the skills of negotiation in the design and construction setting. "Ava Abramowitz has written a book that should be an essential part of every design professional’s library. It gives us the knowledge and skills to properly start a project and develop a client relationship that will, in the end, bring forth wonderful design." —M. Arthur Gensler Jr., FAIA, FIIDA, RIBA, Chairman, Gensler

I purchased this book because I negotiated poor contracts on some architectural projects. I completed the review of this book and implemented the principles and essentials entailed. I closed on one of my largest projects to date as a result. The client pushed to sign the contract and enclosed the project start fee to kick-off the project. These key essentials helped me secure the deal: principled negotiations, emphasized leverage and power, communicated clearly my abilities, and focused efforts on items that concerned the best fit for the project. I recommend you purchase this book to learn in-detail these principles and put them to use on your next architectural negotiation.

My wife gave me this book as a gift. As the president of a consulting firm in the construction industry, I and our firm, Construction Technologies Consultants Inc. or CONTECH,have been involved with over 1,000 construction claims in which the performance of the architect and its team have been challenged. Most of the architect related issues that arise in these claims or disputes are the result of architects making the mistakes that are addressed in this book.I would recommend this book as required reading for entry level architects (and engineers) to provide them with some insight into the challenges of their managers. I would recommend this book to the project architects whose stamp goes onto the construction documents as it brings back to their mind how the business side

of design and contract administration can be managed to maximize the benefits to their clients and reduce the risk to their firms. Finally, I would recommend this book to the principal architects who can lose sight of the need for good contracts and good operating practices to keep risk within acceptable limits for all of their projects when the opportunity for a new assignment is being negotiated.

This is an amazing book and an essential read for anyone in the industry, construction folks like myself included! I actually read this in my masters program at Auburn and had the chance to meet Ava herself. The book offered great advice both to everyday life and in the context of the industry. I will say, getting to meet the author was defiantly better than the book! I highly recommend this book for people in the design and construction industry!

I’m not an architect, although I have been known to hire one. But I found unexpected insights into how to negotiate almost any aspect of life in reading this book. When Abramowitz writes about the communications behaviors of expert negotiators, for instance, it’s advice you could use in talking to your kid about what school to choose. Experts rely heavily on asking questions, for instance, because questions can be an effective way of persuading the other, because they are a good way to expose problems in your own thinking, because they reveal the other person’s needs, values and priorities and because they might open up a third way. In the interest of full disclosure, I’ll say I was reading the book because I was helping to edit it. But in the process I found a way to get out of the debilitating defend/attack spirals that had come to characterize conversations with my 95-year-old mother. When she would criticize one of her aides, I would try to offer a benign interpretation of the same events, which just set my mother off. Then she would begin to scream at me. Very difficult. But after I read the advice about avoiding that kind of useless communication, I started just repeating the last couple of words of my mother’s sentences. "Hmmm. She doesn’t make the bed properly.....Hmmm. Talking too loud on her telephone, etc." By repeating it, my mother at least felt she was being heard. Then, if she would say something favorable, I would ask more about that. It helped reduce the number of really awful conversations we had been getting into. This is a book full of useful information about negotiating your way through life.

I find this book to be most important to anyone involved in contract management of construction projects. As indicated in the title this book was written for Architects, however, it should be required reading for all contractual parties in the design and construction process. Ms Abramowitz has taken

some very dry legal subject matter and presented in a format that allows better understanding by non-legal minds. Plus the humor used by the author for making her point provides for a more enjoyable read. This book should be used by educators for the practice education required for graduating from an architectural school. Also, the book should be handed out by architects to their clients. It's time we all work together as project team members, rather than contractually set ourselves up in adversarial positions. Another enjoyable feature is the formatted pages of book are designed to provide adequate space to allow mark-ups for a future reference source.

I'm not sure I've ever read a book that had such power to transform the design practice. While it looks like a textbook by the cover, the engaging voice of the author shares practical, implementable strategies to actively care for clients without tanking your own business model. Ideas like front-end alignment, how preparation helps people succeed and the communication behaviors of expert negotiators can immediately improve your day-to-day interactions. Not only that, but you will never view a contract the same way again.A powerful book.

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