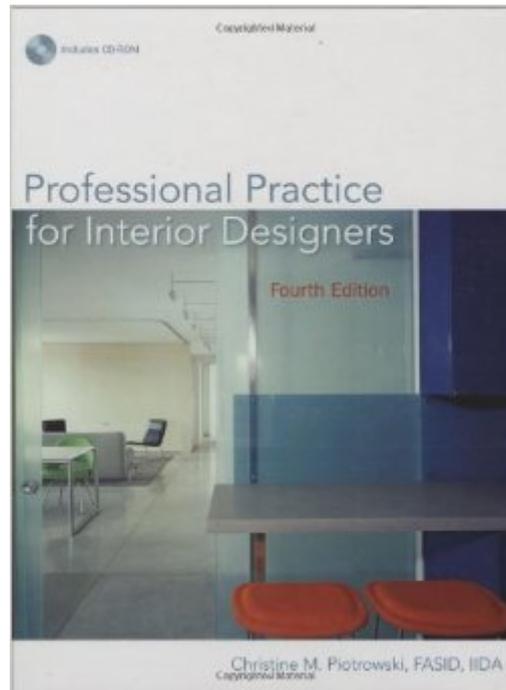


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# Professional Practice For Interior Designers



## Synopsis

The text of choice for professional interior design practice -- now with companion CD-ROM! Since publication of the first edition in 1990, *Professional Practice for Interior Designers* has remained the leading choice for educators for teaching interior design business practice as well as for professionals seeking to advance in their own practices. This ASID/Polsky Prize winner is recommended by the NCIDQ for exam preparation and covers the gamut of legal, financial, management, marketing, administrative, and ethical issues. You gain all the essential skills needed for planning and maintaining a thriving interior design business, presented in the clear, easy-to-follow style that is the hallmark of this text. This edition is completely current with the latest business practices and features a host of new practice aids: Companion CD-ROM includes a trial version of professional practice software, business forms, numerous short articles, plus additional information and resources. New examples help you manage the latest challenges and implement the latest business practices. A new chapter devoted to strategic planning explains this important business concept in easy-to-understand language for students and professionals. Brief "what would you do" case studies in each chapter challenge you to respond to ethical issues faced by today's interior designers. From creating a business plan to launching a promotional campaign to setting up a computerized accounting system, everything you need to launch and sustain a successful interior design practice is here.

## Book Information

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## Customer Reviews

FINALLY, a book that was written for the trained interior design professional. The author explains in detail how to legally and financially start and run a professional interior design business. The author is affiliated with the NCIDQ and definitely understands the difference between decorating and designing. Excellent read for anyone seeking or even just curious about the ins and outs of starting a business.

This book was used for both Business Practice For Interior Design & Sales and Marketing. I had no need to consult any other source. "This is a great book" THANKS..

This one is a must read if you are considering a degree in interior design. I found it extremely helpful in planning my career path.

This book reads like a friend whispering all the good advice and secrets of the interior design business in your ear. I wish my Professional Practices class had used this text. It's a lot of information but Christine Piotrowski truly takes you by the hand and lets you know what you need to prepare for in a budding interior design business as well as how the interior design business is done in general. I will be referencing this book again and again. A huge thank you and bravo to Christine Piotrowski

Outstanding, fabulous, fabulous book. Extremely helpful to me in starting my own firm. Well written. Well organized. Invaluable.

Its a good book, but there are some things I think need to be reworked. There are real-world examples that are kinda hokey. There are lots of ethical "what would you do" examples with no follow up about whether or not such an example is an ethics violation or not. With relating the examples to codes of ethics, these examples are pointless. There seem to be some factual errors too. For example, the author states that if a designer witnesses work on a job site that is not in conformance with drawings they should intervene and stop work. HELLO! Contract law clearly states a designer should NEVER intervene. They should instead inform the contractor and the client of such inconsistencies and NOT recommend a remedy. It is up to the contractor to decide the appropriate remedy and the client to determine the appropriate contract action to take. And some things seem outdated. In the chapter on preparing marketing presentations, the author states that women "MAY" be permitted to wear trousers to a presentation depending on the firm they work for.

Is this 1960? Forcing women to wear skirts violates employment law and the author should know this. Overall its a useful book, but I wouldn't call it great.

I have practiced interior design for over 20 years and still found this book to be invaluable. The information about legal ramifications and insurance coverage was enlightening but also sobering. It's a must read for any design firm principal or freelance designer.

I used this book in my professional practice class and a co-worker of mine borrowed it to study for the NCIDQ - she said many of the ethical and business related questions that appeared on the test were covered in this book. It is really well written and easy to follow. The CD has good resources, like mock invoices and POs that you can open and edit.

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