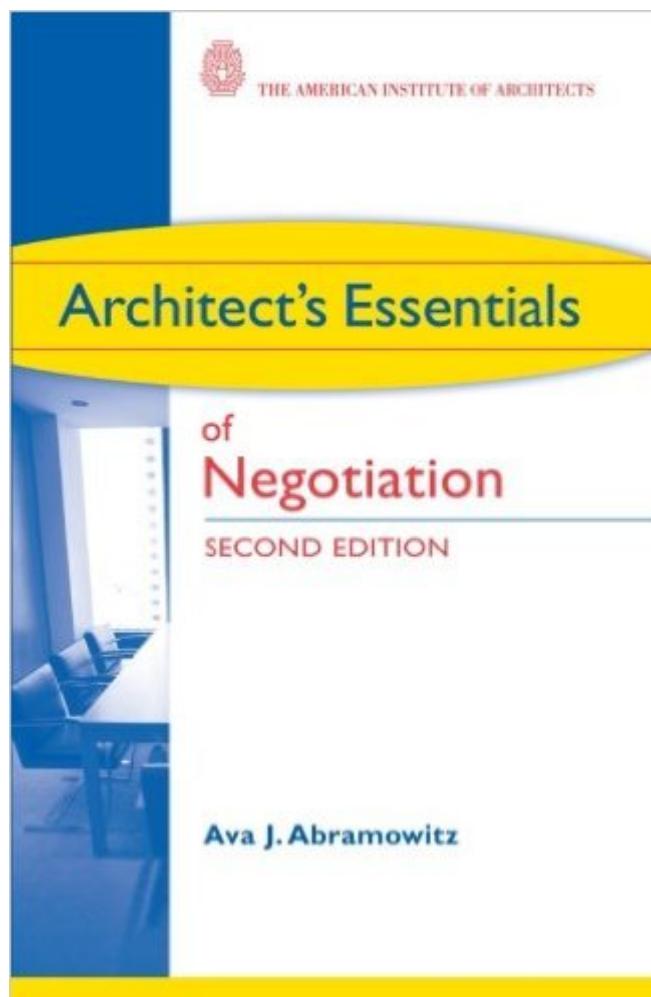


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# Architect's Essentials Of Negotiation



## **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." 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 onÂ negotiations,Â fromÂ 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**

I have read many books on negotiating, and I can say that this is the most valuable of them all. This book stands out not just because of its practical approach to handling contract disputes and its direct applicability to the architectural community; it stands alone because it puts contract negotiations in the context of a larger client relationship management framework. Unlike other books that focus exclusively on the nuts and bolts of reaching multi-party agreements, Abramowitz explains with succinct clarity: - How to select clients that are less prone to contract disputes - How to align the interests of all parties BEFORE the contract is written - How to identify when trouble is brewing as a project unfolds - How to course correct mid-project to avoid legal action - How to communicate with your clients during a negotiation All of this is done with the underpinning of

fascinating research that lends deep credibility to Abramowitz's advice. Even if you have other negotiation books sitting on your shelf, I would strongly recommend this addition that will help you to find better clients, sell better work, execute better projects, and build better relationships.

Since I already had a copy of the first edition of this book, I wondered if I really needed to buy this second edition. However, I now have no doubt that it once again falls into the category of required reading. One only needs to read the 3 introductions by an Owner, an Architect and a Construction Lawyer to understand the overwhelming importance of this book. Its lessons are broadly applicable to all parties in the construction process and goes far beyond the tools necessary for negotiation of construction contracts. The fundamental skills that Ms. Abramowitz describes apply to all negotiations but the specifics she gives the reader are invaluable to any party involved in a construction project. The insights into contract management are particularly valuable. This should be required reading not only for all Architects, but also for Owners, Contractors, Subcontractors and their attorneys.

This book is critical reading for architects as well as landscape architects, interior designers, engineers, and contractors. The ability to negotiate effectively is a make or break component in successful project and practice management given the complexities of project design and delivery. The results of an empirical study of architects conducted by the National Council of Architectural Registration Boards (NCARB) in 2007, for example, indicates a need by architects to enhance their knowledge and skills in the business side and construction administration of professional practice including contracts, risk management, conflict resolution, etc. The Architect's Essentials of Negotiation provides indispensable guidance in a clear and highly engaging way to achieve win-win outcomes for clients and the professionals they engage.

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 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.

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.

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