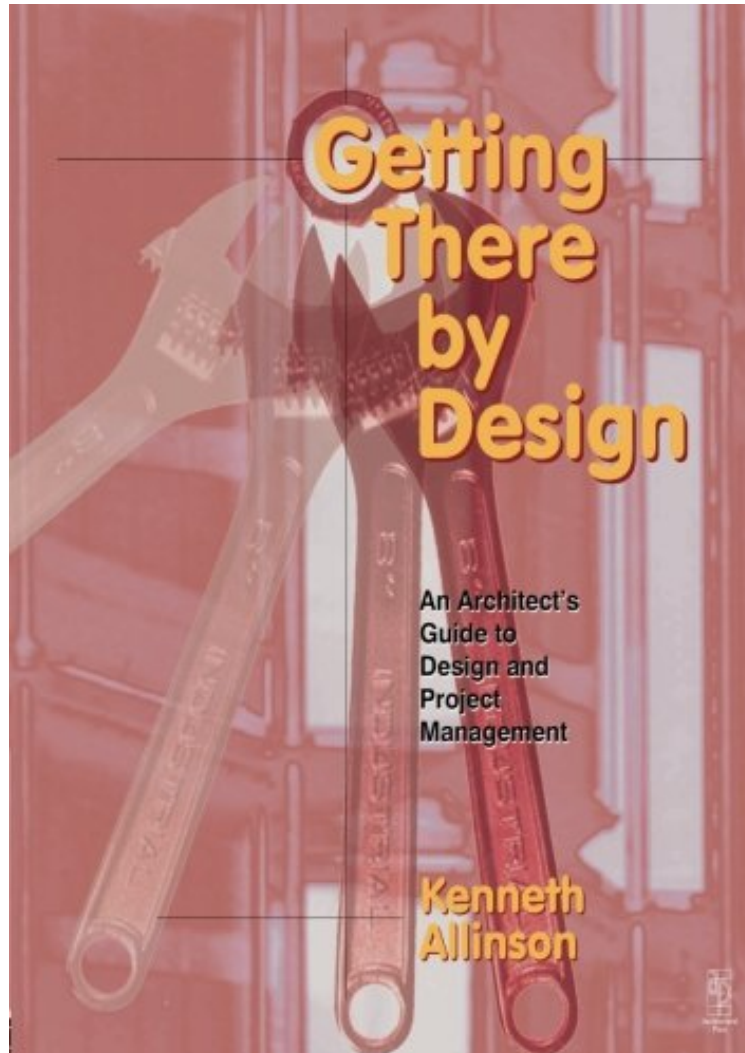


Getting There by Design

Kenneth Allinson

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Kenneth Allinson : Getting There by Design before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting There by Design:

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brain. This isn't a "create a WBS following these rules and get an MM" style book. You will have to think to use the information but it is well worth while. If you are a creative type working in a project managed environment, this is a very good book. The references and his descriptions are very useful.

There was military project management. There was construction project management. Then there was business project management, a tool described as 'the wave of the future'. Where are architects in all this, professionals whose work has always been project-driven? There is design management in engineering, product design, graphics, packaging, management theory and even in politics. Construction consultants talk about managing design. When are architects going to become committed to managing design? 'Getting There by Design' adopts an architect's view to design and project management. It sets out the fundamental principles and shows how they are applied, dealing with these two topics as one indivisible subject. 'Getting There by Design' demonstrates how to: - make project efforts goal-oriented - set up a planning and monitoring basis to architectural projects - put the architect's fee calculus on a rationale basis - diagnose your firm's practice culture - develop successful teams Put your practice onto a more effective basis. Ken Allinson is an architect in private practice and principal of 'Architectural Dialogue'. He also teaches design studio and lectures on design and project management. He was formerly an associate at DEGW London and the Terry Farrell Partnership. He has practice experience in Europe, the USA and Japan and is the author of 'The Wild Card of Design' (1993).

'It helps architects plan ahead for the kind of management wanted for particular designs.' RIBA Journal 'Management for architects is not likely to be presented in a more easily assimilated or relevant form.' The Architects journal 'An excellent text on design management suitable for undergraduate and postgraduate students studying AEC courses. Contains many thought-provoking insights into the design process and management theory.' Professor S. Austin, Loughborough University From the Publisher There is design management in engineering, product design, graphics, packaging, management theory, and even in politics. Construction consultants talk about managing design. When are architects going to become committed to managing design? 'Getting There by Design' adopts an architect's view to design and project management. It sets out the fundamental principles and shows how they are applied, dealing with these two topics as one indivisible subject. About the Author He is the co-founder of Architectural Dialogue, a research consultancy that organizes architectural study visits, is the author of two books on the architectural profession and design management, three editions of a guide to London's Contemporary Architecture and is responsible for the Meetings with Buildings web site