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Nota di contenuto	Intro -- Table of Contents -- Title Page -- Copyright -- Dedication -- Acknowledgements -- List of Figures -- CHAPTER 1: Introduction and Historical Overview -- INTRODUCTION -- WHY FIRMS PURSUE OR CHOOSE TO AVOID INTERNATIONAL PRACTICE -- REASONS TO HAVE AN INTERNATIONAL PRACTICE -- REFERENCES -- CHAPTER 2: Getting Started -- RESEARCHING THE MAJOR ISSUES -- DEVELOPING A PLAN -- FIRST STEPS -- CASE STUDIES -- REFERENCE -- CHAPTER 3: The Major International Markets -- AMERICAS -- THE CARIBBEAN ISLANDS -- ASIA -- CHINA -- AUSTRALIA, NEW ZEALAND, AND THE PACIFIC ISLANDS -- THE MIDDLE EAST AND NORTH AFRICA -- RUSSIA AND THE STATES OF THE FORMER SOVIET UNION CHART AND MAP -- CENTRAL AND EASTERN EUROPE -- WESTERN EUROPE -- REFERENCES -- CHAPTER 4: Common Legal, Licensure, Registration, and Contract Issues -- OPERATING LEGALLY IN A FOREIGN MARKET -- CONTRACTING FOR PLANNING AND DESIGN SERVICES -- NEGOTIATING CONTRACTS FOR DESIGN SERVICES -- FOREIGN CORRUPT PRACTICES ACT -- CHAPTER 5: Setting and Collecting Fees, Accounting, and Banking Issues -- SETTING FEES -- PAYMENT TERMS -- CURRENCY ISSUES -- TAX

PLANNING -- PERFORMANCE AND BID BONDS, BANK AND OTHER GUARANTEES, AND BANKING SERVICES -- INVOICING -- COLLECTIONS -- REPATRIATING FEE INCOME AND PROFITS -- FINANCIAL AND MANAGEMENT ACCOUNTING -- INSURANCE CONSIDERATIONS -- CHAPTER 6: Common Governance, Management, and Quality Control Issues -- COMMON ISSUES -- MODELS FOR INTERNATIONAL PRACTICE -- MANAGING THE RELATIONSHIP BETWEEN THE DOMESTIC OFFICES AND THE INTERNATIONAL OFFICES AND TEAMS -- MANAGING A SUCCESSFUL INTERNATIONAL OFFICE -- MONITORING AND MANAGING CLIENT MANAGEMENT, PROJECT MANAGEMENT, AND QUALITY CONTROL ISSUES -- WORKING WITH LOCAL ASSOCIATE FIRMS AND CONSULTANTS -- WORK SHARING, OFFSHORING, AND OUTSOURCING -- WITHDRAWING FROM A MARKET AND CLOSING AN OVERSEAS OFFICE.

CHAPTER 7: Staffing International Projects and Offices -- NORTH AMERICAN BASED STAFF TRAVELING TO INTERNATIONAL LOCATIONS -- NORTH AMERICAN STAFF RELOCATED TO AN INTERNATIONAL LOCATION -- FOREIGN STAFF STATIONED OVERSEAS -- REFERENCE -- CHAPTER 8: Technology and Communications -- THE BASICS -- ISSUES -- FUTURE DEVELOPMENTS -- REFERENCE -- CHAPTER 9: Cautionary Case Studies -- INTERNATIONAL PRACTICE'S ROLE IN A FIRM'S DEMISE -- CASE STUDIES WHERE LEADERSHIP OR OWNERSHIP CHANGES AFFECTED OR WERE AFFECTED BY THE FIRMS' INTERNATIONAL PRACTICES -- COMMON PROJECT ISSUES -- HEALTH AND SAFETY ISSUES -- CONCLUSION -- CHAPTER 10: The Future -- Appendix A: AIA International Contract Documents -- Appendix B: Foreign Corrupt Practices Act Antibribery Provisions¹ -- INTRODUCTION -- BACKGROUND -- ENFORCEMENT -- ANTIBRIBERY PROVISIONS -- PERMISSIBLE PAYMENTS AND AFFIRMATIVE DEFENSES -- SANCTIONS AGAINST BRIBERY -- GUIDANCE FROM THE GOVERNMENT -- NOTE -- Index -- End User License Agreement.

Sommario/riassunto

"The practice of architecture in the United States is often viewed around the world as the gold standard of design and development. Today, firms from the US and other countries compete on a global scale for projects in the developed markets of Southeast Asia, Latin America and China. There are several key factors that have allowed for these increased market opportunities, namely the rise in communication technology and digital design technology (BIM), more competitive foreign markets, and the need to address and combat global issues such as climate change. The Architect's Guide to Developing and Managing an International Practice is a practical guide for architects considering or are already engaged in international work, that offers guidance on the full-spectrum of international practice; from recruiting and licensing to strategic planning and expansion. This guide offers exclusive insights and case studies from experienced architects working around the world. Written by Bradford Perkins, Co-founder and Chairman of the 1,000-person global architecture firm Perkins Eastman, this guide to international practice offers architects the fundamentals and best practices needed to expand their work on a global scale"--
