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Sommario/riassunto	This lively text provides a candid inquiry into the contemporary means by which architects get work and (for better or worse) become famous. In response to the reciprocal relationship between publicity and everyday architectural practice, this book examines the mechanisms by which architects seek publicity and manage to establish themselves and their work ahead of their colleagues. Through the essays of specialist contributors, this book enables the reader to understand the complex relationship between what they see as the built environment and the unwritten sto