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Nota di contenuto	The Interior Design Business Handbook; Contents; Preface; Acknowledgments; Chapter 1 Finding Your Place in Interior Design; What It Takes to Be an Interior Designer; Five Traditional Ways of Working; Designer; Agent; Merchant; Employees; Contractor; Working Styles; Independent Practice; Apprenticeship; Teams; Group Practices; Design Associates; Design/Build Team; Specialization and Specialties; Acoustic Design; Adaptive Reuse; Administrative Headquarters Design; Airplane Design; Amusement Park Design; Apartment, Condominium, and Co-op Design; Aquarium Design; Art Consulting; Art Dealing Audiovisual Design; Auditorium Design; Barrier-Free Design; Bathroom Design; Beauty Salon and Barbershop Design; CAD Specialization; Carpet and Rug Design; Ceramic Tile Design; Closet Design; Color Consultation; Commercial Design; Computer/High-Tech Office Design; Construction Supervision; Corporate Campus Design; Corporate In-House Design; Cosmetic Dentistry; Country Club Design; Dental Office Design; Design Coordination; Design for Children; Design for In-Home Medical Care; Design for Vision or Hearing Impairments; Display and

Exhibit Design; Energy Conservation Design; Ergonomic Design
Estate Management; Facility Management; Factory and Production
Consulting; Faux Finishes and Stenciling; Feng Shui; Forensic
Consulting; Funeral Home Design; Furniture Design; Furniture
Management; Geriatric Design; Graphic Design; Greenhouse Design;
Hard-Surface Flooring Design; Hardware Design; Health and Fitness
Club Design; Hedonistic Sustainability; Historic Preservation; Home
Office Design; Home Theater Design; Hospital Design; Hospitality
Design; Houseboat Design; Human Factors; Interior Landscaping;
Journalism; Kennel Design; Kid Friendly; Kitchen Design; Law Office
Design
(LED) Leadership in Energy and Environmental Design; Library Design;
Licensing; Lighting Design; Lighting Fixture Design; Liturgical Design;
Manufacturer In-House Design; Manufacturer Representation; Marine
Design; Marketing; Medical Center Design; Medical Office Design;
Medical Spa Specialization; Model Home Design; Modular Prefabricated
Design; Multimedia Center Design; Mural Painting; Museum Design;
Nursing Home Design; Office Design; Park Design; Party and Ball
Design; Passenger Train and Bus Design; Patio and Outdoor Room
Design; Permaculture; Photographic Set Design; Photographic Styling
Plumbing Fixture Design; Prison Design; Privacy Design; Product
Design; Product Display; Product Evaluation; Product Marketing;
Professional or Trade Organizations; Project Management; Proxemics;
Psychiatric Care Facility Design; Public Relations; Purchasing; Real
Estate Development; Real Estate Upgrading; Rendering; Residential
Design; Resort Design; Restaurant Design; Restaurant Kitchen Design;
Retail and Specialty Selling; Retail Store Design; Safety Code Specialist;
Security Consulting; Set Design; Shop-at-Home Services; Shopping Mall
Design; Showroom Design; Socially Dedicated Design; Solar Design

Sommario/riassunto

Thousands of interior design professionals have come to rely on The Interior Design Business Handbook for comprehensive, accessible coverage of the essential procedures, tools, and techniques necessary to manage a successful interior design business. The Fifth Edition of this essential resource has been revised to address the latest trends and changes in the field, with new and updated material on business size and structure, building a brand, client development, social networking and Internet marketing, finances, purchasing, technology and software programs, and other key areas.
