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Sommario/riassunto	Fee bidding still generates emotive reactions from within many sections of the architectural profession. Fee bidding is not taught in most schools of architecture, so practitioners generally rely on hunches and guesswork. It is these wild card guesses, which exacerbate the poor levels of income for which the architectural profession is renowned. This book introduces practising architects, architectural managers and senior students, to the philosophy and practice of analytical estimating for fees. By means of a detailed case study it illustrates the many problems which may be encountered in the