

How to Win Work

The architect's guide to business development and marketing

You are a great designer, but no one knows you. Now what? By directly confronting the burning question 'How do you win work?', this new edition of Jan Knikker's bestselling book addresses the key purpose of architects investing time and effort in public relations and marketing. Updated with key additions on AI, managing cultural and ideological differences and four brand new case studies, this narrative simultaneously informs and excites, making marketing accessible and compelling for all architects regardless of sector and practice size. Written by one of the most influential and perceptive voices in business development, Jan Knikker, Partner for Strategy and Development at MVRDV draws on over 20 years' experience at the forefront of global practice at MVRDV and OMA, shaping their public images and business strategies. Bridging the distance between architects and marketing, he provides practical tips and best practice guidance, ranging from strategic business plans to the nuts and bolts of writing press releases and fee proposals. Successful PR has to be more than skin deep. It needs to rest on strong and stable foundations. Knikker emphasises the importance of nurturing a creative and innovative practice culture, which also invests in core values, such as being a good employer and professional ethics. The result of extensive research, Knikker draws on fresh insights and approaches from a wide range of architects in the UK and internationally.

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