

# AIA News

## Planning Ahead Can Save You \$75 Order the new *Handbook* by August 31 from the AIA Bookstore

The AIA Bookstore is offering—to AIA members only—a special prepublication price for the 13th edition of *The Architect's Handbook of Professional Practice* on all orders placed before **August 31**.

The *Handbook*, which will ship late this summer, will retail then for \$250. The prepublication special price is \$175. This price applies *only* to AIA members and is available only through the AIA Bookstore.

### Paradigm shift in thinking

This new issue of the *Handbook*, which has been in publication for 80 years, significantly updates the 12th edition (published in 1994) to address the challenges of rapidly advancing technology, explosive growth of information, an expanding global economy, and intense market competition.

Most significantly, the new edition explains the practice of architecture as a knowledge-based and service-oriented endeavor. Successful firms recognize that clients find value in the wisdom the architect provides, not just the construction documents. To explain the emerging redefinition of client/architect relations, the 13th edition begins with a new section devoted to understanding client motivation, thinking, processes, and values.

Chapters in the 13th edition fall into four sections:

- **Client**, Exploring how clients are motivated, how they think, what they value, and how architects can build stronger relationships with existing and new clients
- **Business**, addressing support functions vital to architectural practice

- **Delivery**, presenting processes that define, obligate, and deliver professional services
- **Services**, profiling a range of core and expanded services with which architects can respond to all of a client's facility-related needs, including those beyond the design and creation of physical space.

### New format—text and CD-ROM

Compiled by a team whose collective expertise spans architecture, law, business, firm management, marketing, and consulting, the new *Handbook* comes accompanied by a CD-ROM that contains reference samples of 75 AIA contract documents.

The new edition includes pointers that lead to related material in the *Handbook*, reference markers for related resources from the Institute, capsulized information from the AIA Firm Survey, 2000–2002, notes amplifying ideas and sources for further information, and quotations providing insight from noted architects and other luminaries.

The *Handbook* targets licensed architects with at least 5 to 10 years in practice; however, interns, architecture students, and professionals who work with architects also find the *Handbook* invaluable.



### How to get the discount

You can place your order via Mastercard, VISA, or American Express. To order the 13th edition of *The Architect's Handbook of Professional Practice* at this special prepublication price of \$175, call the AIA Bookstore on or before August 31, 800-242-3837 (option 4). ■■