



The Professional Practice of Landscape Architecture: A Complete Guide to Starting and Running Your Own Firm

Walter Rogers

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The all-inclusive reference to starting and operating a landscape architecture firm

The Professional Practice of Landscape Architecture, Second Edition is completely revised to keep up with the latest developments driving the day-to-day operation of a successful private-practice landscape architecture office. Whether helping a landscape architecture student identify a career track, providing direction on starting a new office, guiding an owner seeking to jumpstart a stagnant or fledgling business, or assisting a landscape architect-in-training study for the national Landscape Architecture Registration Exam (LARE), this single-source blueprint is the key to prospering in this dynamic field. This new edition features:

- Indispensable information for practicing landscape architects, including professional ethics, finances, office administration, marketing and promotion, and project management
- An updated look at government regulatory laws, federal tax administration, sustainable design, and LEED certification
- Strategies for using the Internet, computer software, and technology to market and manage a firm
- Examples of professional contract templates
- Case study profiles of landscape architecture firms
- Requirements for professional registration and criteria for taking the national exam

This comprehensive and practical reference combines real-world experience with the highest professional standards to instruct the reader on business concepts. Expertly organized and easy to follow, *The Professional Practice of Landscape Architecture, Second Edition* continues to be the one source that landscape architects need to direct all facets of their practice.

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