



Curing the Fountainheadache: How Architects & Their Clients Communicate

Andrew Pressman

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In her novel *The Fountainhead*, Ayn Rand powerfully depicted the clashes that can arise between a single-minded architect and his client. Don't let this happen to you! Through case studies, interviews, photographs, rough sketches, detailed plans, and even cartoons, award-winning architect Andy Pressman instructs both architect and client on how to work together in the most mutually supportive way. Here's what to expect during work, how to take the tension out of a project, and how to prevent typical misunderstandings. With humor and insight, he follows the fortunes (both good and bad) of more than 25 projects, exploring the reasons for success and failure in a unique guide that will prove a solid plus for both sides of the architect-client equation.



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