



Interior Design in Practice: Case Studies of Successful Business Models

By Terri L. Maurer, Katie Weeks

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Through real-world case studies, master the business of interior design practice

Whether you hope to own your own company, grow your company, or rise high in the managerial ranks of a larger practice, you must have a tight grasp of business basics in order to succeed as an interior designer. *Interior Design in Practice* provides the vital business education an interior designer needs. It describes in detail how to plan and launch an interior design business, and how to grow that business towards success.

Through real-world case studies, you'll learn the essentials of building a design practice, including:

- Deciding how and when to use business planning, strategic planning, and financial planning to your benefit
- Techniques to build teams and motivate team members
- Ways to avoid costly mistakes
- Advice on branding and marketing your firm and yourself
- Methods to integrate new technology into your day-to-day practice, marketing, and networking

Coauthored by a former ASID national president and an experienced design writer and editor, *Interior Design in Practice* assists interior designers with practical, from-the-field advice, along with enlightening case studies throughout the book. Both budding entrepreneurs and seasoned design practitioners will find this comprehensive, real-world guide a welcome stepping-stone to success.

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Editorial Review

Review

"Maurer and co-author Katie Weeks have created a must-have manual for anyone considering beginning an interior design practice. Running a successful practice requires more than talent and enthusiasm. The subsequent parts include starting and sustaining the business, and the sale or turnover when it's time to retire. Several examples of actual business practice follow an overview that explains each topic area and how they apply to an interior design practice." (*San Francisco Book Review*, May 25, 2010)

About the Author

TERRI L. MAURER, FASID, a former national president of ASID, is a business consultant, commercial interior designer, author, speaker, and educator. Based in Akron, Ohio, she is the owner of Maurer Design Group and President of Maurer Consulting Group.

KATIE WEEKS, the editor of *eco-structure* magazine, is an experienced design writer and editor. She is a former editor of *Contract* magazine and has served as a member of the editorial advisory board for *ASID ICON* magazine.

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