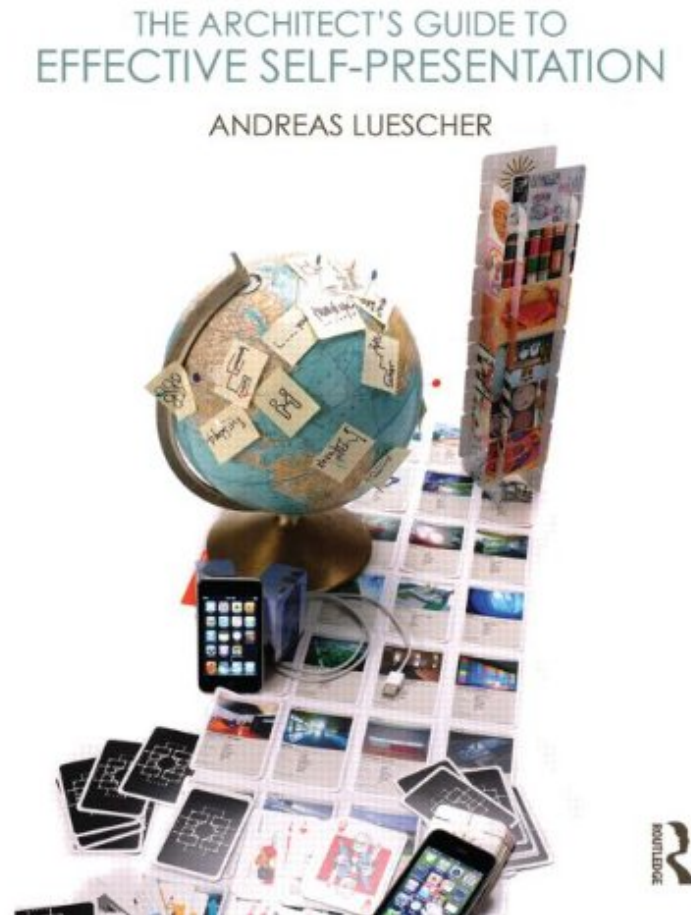


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The Architects Guide to Effective Self-Presentation

Andreas Luescher

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Andreas Luescher : The Architects Guide to Effective Self-Presentation before purchasing it in order to gage whether or not it would be worth my time, and all praised The Architects Guide to Effective Self-Presentation:

1 of 1 people found the following review helpful. InspiringBy M. NashIf you read only Peter Murray's entry your money is well-spent. Murray, the protean British architect, and author whose short list of successful cultural productions (books, magazines, exhibitions, festivals) leaves you slack-jawed, provides a low-key tour through his career to date, reflecting on all of the starts, stops, and productive diversions. Bill Mackey of Worker, Inc. loads his pages with droll graphic resumes; Eric Cesal provides a searching account of a developing career In Defense of Happy Accidents; Henk Dll elaborates on formulating a defining office philosophy, and refining a graphic corporate identity. These are only four of eighteen contributors. Real fire, brains, and ambition in here, and such openness! With only a few exceptions the case-studies are seriously inspiring. Many of the practical exercises in the book, like Competency Profile, (self-evaluation across a range of skills), are very useful for organizing next steps and best practices.0 of 0

people found the following review helpful. Great reference tool
By Emily Carle
Gone are the days when employers are looking solely at good grades and resumes. Author and Professional Andreas Luescher explains that self-presentation is key to successful job searchers and promotions in an increasingly competitive marketplace. His book looks at the process of developing, organizing, strategizing and promoting career profiles in written and visual forms. His is a fascinating concept that is carefully and thoughtfully demonstrated throughout the book. The book offers an interesting and wide array of case studies which compare successful concepts and their development with less successful examples, allowing readers an inside look at the selection process of supporting materials, structural forms and best practices for presentations. Luescher does a wonderful job of helping young professionals develop their own identities out of imperfections and individuality, memory and craftsmanship.
1 of 1 people found the following review helpful.
Great for Preparing a Resume
By rubywells
I bought this book for a class and will definitely hang on to it for future reference. I like the fact that it places interesting details of individual practitioners and architectural offices within a broad understanding of the way communications shapes the profession as a whole. Very helpful for me.

In today's increasingly competitive marketplace, the creation of a successful resume is a vital skill needed by architectural students and professionals alike. This book demystifies the architecture resume, its working strategy and its purposes. The book guides readers through the process of thinking through, prioritizing, characterizing and expressing career profiles in written and visual form. Readers will learn about presentation and the evolving vehicles for showcasing that presentation. In addition, the timely and important issue of how to transform one type of presentation from a hard copy, to an on-screen review, to an interactive web-page is covered in detail. The book re-evaluates traditional concepts of resume making, seeking to define the resume as a detailed process of marketing oneself. By doing so, the text provides a new and revised set of tools for thinking about the creation of an architecture resume. In tandem with the author's other book *The Architects Portfolio* or on its own, this book is essential reading for anyone looking to further their architectural career.

About the Author
Andreas Luescher is a Swiss architect, artist, writer, and Professor of Architecture at Bowling Green State University in Ohio, USA. His scholarship is widely published and he is a frequent presenter at national and regional American Institute of Architects and Association of Collegiate Schools of Architecture conferences.