

Branding Interior Design Visibility And Business Strategy For Interior Designers

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BRANDING INTERIOR DESIGN VISIBILITY AND BUSINESS STRATEGY FOR INTERIOR DESIGNERS RECAP: UNLOCK YOUR NEXT LITERARY JOURNEY WITH OUR CONCISE REVIEWS

[Your Creative Value Blueprint to Get Paid What You're Worth](#) Createspace Independent Publishing Platform

A brilliant, bold, and sensationally produced book on the work of Jennifer Morla, a luminary of contemporary design.

[Transforming Brands and Consumer Experiences](#) Duke University Press

Long-distance trekking, short day trips out of town, an extended weekend escapade; the first series installment of our bestselling Wanderlust has it all. Experienced outdoor enthusiasts and those lacing-up their boots for their first time: prepare to hike the diverse American landscape. Whether aiming to conquer epic expeditions, or simply complete a day hike to recharge, paths of every size await the intrepid wayfarer in Wanderlust USA, a book that serves as a blueprint for adventurous souls in search of new summits. Stunning photography and insightful tips from veteran long-distance hiker Cam Honan bring many bucolic treks to life, including the unmissable California ancient redwoods and misty waterfalls of Yosemite Park, as well as Utah's dramatic canyons, and the Atlantic cliffs of Maine.

[An Essential Guide for the Whole Branding Team](#) SAGE

Have you ever dreamed of starting your own home-based interior design business? Have you been hesitant to put your business plans into action? This book contains all the necessary tools and success strategies you need to launch and grow your business. An experienced designer shares her experiences and advice on every aspect of setting up and running a thriving home-based interior design business. Learn how to develop a business plan, estimate your start-up costs, price your services, and stay profitable once you're in business. Read all about getting clients and referrals, outshining the competition, bidding competitively, establishing your daily schedule, organizing your business, getting paid and much more. The book is packed with worksheets, including products and services charts, a sample balance worksheet, a profit-and-loss worksheet, a cash-flow projections worksheet, a weekly accounting ledger, a vendor sale sheet, and a bid sheet.

[The Business of Design](#) John Wiley & Sons

The Making of A Well-Designed Business is no nonsense advice for the entrepreneur who is ready to take action. Gleaned from over 30 years of co-running their family owned business, LuAnn Nigara gives it to you straight. Lessons on business leadership, how to set up business systems and processes, how to find your ideal client and as important, how to attract your ideal client. LuAnn has been in your shoes and she understands the challenges you face. LuAnn explains why it is so critical to establish the company mission for your business and how and why you need to gather your team of experts to guide you through your entrepreneurial journey. If you are ready to be an entrepreneur or you are struggling to get your small business on a path to profits and success, this is the book for you.

[Hill House Living](#) Baker Books

The only book for 8-to-12-year-olds that demonstrates, in lively drawings, the role, techniques, and skills of an interior designer

[3D Visualizing, Designing, and Space Planning](#) Walter de Gruyter

Ready to get specific? Introducing the ultimate resource for interior designers who want a concise, clear framework to scale a design business--straight from proven experts in each area. From pricing to hiring to branding...this will be the book you reach for again and again.

At blog.amf.com, we are devoted to assisting you discover your next wonderful checked out by supplying concise and informative Branding Interior Design Visibility And Business Strategy For Interior Designers publication summaries in various categories. Whether you're an enthusiastic visitor or a laid-back publication fan, our recaps offer a glimpse right into the globe of each publication, allowing you to make educated decisions concerning what to read next.

Branding Interior Design Visibility And Business Strategy For Interior Designers summaries cover a variety of categories, consisting of gripping thrillers, informative non-fiction, heartwarming romances, and a lot more. With our reviews, you'll get crucial insights into the main motifs, characters, and plot points that make each book distinct.

Whether you're searching for your following literary journey or just intend to explore different styles, Branding Interior Design Visibility And Business Strategy For Interior Designers summaries are the perfect beginning factor. So why wait? Beginning discovering our summaries today and unlock your following fantastic read!

INTRODUCING TRICK INSIGHTS OF BRANDING INTERIOR DESIGN VISIBILITY AND BUSINESS STRATEGY FOR INTERIOR DESIGNERS

Our publication summaries use a lot more than a quick review of the story - we delve into the heart of the tale and disclose the crucial understandings that make each book one-of-a-kind. Whether it's a page-turning thriller or an introspective memoir, we offer a preference of Branding Interior Design Visibility And Business Strategy For Interior Designers significance to aid you decide if it's the appropriate fit for you.

RECOGNIZING CHARACTERS IN BRANDING INTERIOR DESIGN VISIBILITY AND BUSINESS STRATEGY FOR INTERIOR DESIGNERS

[Contemporary Issues in Branding](#) Branding + Interior Design Visibility and Business Strategy for Interior Designers

Nora Murphy has turned her passion for country house style and its embodiment--her own home in Newtown, Connecticut--into a multimedia juggernaut. Her blog, website, e-magazine, strong presence on social media, and increasing visibility in print media and on TV have earned her a devoted following all over the country. Now she has distilled the essence of her knowledge about country house style and how to achieve it in this irresistible volume. The first part of the book lays out the universal elements of the style; the second reveals how she has incorporated these elements into her own home; and the third shows how the elements of this comfortable, comforting, easy aesthetic and approach to life can be applied in different ways and in different locations to

striking, individual effect. Five homes, each of which expresses a unique take on the style, are featured. Part primer, part wish book, Nora Murphy's Country House Style is all inspiration.

[Conversations, Project Controls, and Best Practices for Commercial Design and Construction Projects](#) Skyhorse Publishing Inc.

If you're an Interior designer or creative entrepreneur, you'll discover how to achieve your business dream more easily if you apply the straightforward recommendations from this book. You'll find easy exercises to help you decide on your bigger vision, the strategy to get there, and use the practical suggestions to help you earn more money with less stress. When you grow your skills daily, anticipate and prevent common mistakes, and get advice from someone who has walked the path before you, you'll arrive at your desired destination faster and more easily.

[Interior Design Clients](#) Chronicle Books

The complete guide to portfolio development for interiordesigners It's a widely known fact that interior designers need a strongvisual presence in the form of a well-crafted, professional-lookingportfolio. Surprisingly, however, many interior designers aren'tequipped with the expertise required to organize and unify theirwork in a fashion that optimally conveys their talents andskills. Portfolios for Interior Designers helps demystify theprocess by guiding the reader toward mastery in assembling awinning portfolio. It delivers essential step-by-step instructionpresented in a manner that shows interior designers how to properlyand effectively display their designs. This book also includes: Color and black-and-white illustrations showing portfolioelements and options Graphic design concepts necessary for portfolio development Specific information for the design of digital portfolios Supplemental teaching resources that direct readers to acompanion Web site Useful tips on the ways that popular graphics softwareapplications can be best implemented for certain portfolioelements Samples of cover letters and resumes, along with discussion ofjob search procedures With the aid of real-world examples, Portfolios for InteriorDesigners examines how a portfolio can be used as an effectivetool for communicating with clients and other professionals. Amuch-needed guide, this book eliminates the uncertainty surroundingportfolio development so that interior designers can showcase theirabilities success-fully--and land the next job.

[Wanderlust USA](#) CreateSpace

This book provides students and academics with a comprehensive analysis of the theory and practice of branding. The challenge to explore new and effective ways of harnessing the power of communication to engage with company stakeholders in interactive, immediate and innovative ways is ever-present in the digital era. Digital marketing and social media create opportunities for managers to communicate their brand's identity to their consumers and stakeholders. Yet, limited empirical research exists to elucidate these issues, and less still that assists our understanding of branding issues at an international level. Recognising the complexity and plurality at the heart of the branding discipline, this text explores the relationship between brands, identity and stakeholders. Working through building, designing and maintaining a brand, the authors consider such aspects as strategic planning and campaign management, research and measurement, media relations, employee communication, leadership and change communication, and crisis branding. Critically, differing methods and approaches applied to branding and communication research design are assessed, including both qualitative and quantative methods. Proposing a mixture of theory and practice with international case studies, this book is an invaluable companion for advanced undergraduate and postgraduate students, academics of marketing and strategic brand management, as well as managers and decision makers globally.

[Visibility and Business Strategy for Interior Designers](#) John Wiley & Sons

HOW TO WIN THE FLAT FEE GAME is the third volume in a series of instructional books created just for you, the practicing design professional. This volume is a specific guide to building a flat fee proposal that works for you and your clients. Although I've been using (successfully!) the 15 Step Project Management Strategy for hourly fee contracts for more than 15 years, it's taken a decade to create the same success with a flat fee method of billing. Those of you who are currently using the 15 Steps will be pleased to discover you'll enjoy the same precision and order with this new method. You're not starting over. You're just adding flat fee proposals to your tool kit. HERE'S WHAT'S INSIDE - The 15 STEP Project Management Strategy fully adapted for use with flat fee contracts. Building on the foundation of the Business of Design model, you'll discover a new way of charging for your services using the existing, proven structure that works. - Confidence. You are no longer alone. We'll identify and resolve the problems and challenges that so many of us face when it comes to determining a flat fee for our services. - New estimation methods to ensure your flat fee contract won't leave you flat broke. Whether you're charging by the hour or using a fixed fee method of billing-you deserve to be fairly compensated for your expertise. - Designer Math. Learn effective formulas for calculating a fixed fee. - How to modify your existing Business of Design hourly contract so it works for fixed or flat fee projects.

[Trends, Tactics, Techniques](#) Independently Published

Ideal for students of design, independent designers, and entrepreneurs who want to expand their understanding of effective design in business, Identity Designed is the definitive guide to visual branding. Written by best-selling writer and renowned designer David Airey, Identity Designed formalizes the process and the benefits of brand identity design and includes a substantial collection of high-caliber projects from a variety of the world's most talented design studios. You'll see the history and importance of branding, a contemporary assessment of best practices, and how there's always more than one way to exceed client expectations. You'll also learn a range of methods for conducting research, defining strategy, generating ideas, developing touchpoints, implementing style guides, and futureproofing your designs. Each identity case study is followed by a recap of key points. The book includes projects by Lantern, Base, Pharus, OCD, Rice Creative, Foreign Policy, Underline Studio, Fedoriv, Freytag Anderson, Bedow, Robot Food, Together Design, Believe in, Jack Renwick Studio, ico Design, and Lundgren+Lindqvist. Identity Designed is a must-have, not only for designers, but also for entrepreneurs who want to improve their work with a greater understanding of how good design is good business.

Characters are the driving pressure of the story, and we take a closer take a look at their personalities, motivations, and partnerships. With our personality analyses, you can get a far better understanding of their functions in Branding Interior Design Visibility And Business Strategy For Interior Designers tale and just how they contribute to the overall story.

DIVING INTO STYLES

Motifs are the underlying messages or concepts that the writer communicates with the tale. We

discover the central themes of each book, highlighting the writer's message and offering understandings right into how it might put on your life.

CHECKING OUT BRANDING INTERIOR DESIGN VISIBILITY AND BUSINESS STRATEGY FOR INTERIOR DESIGNERS PLOT POINTS

Branding Interior Design Visibility And Business Strategy For Interior Designers story is the sequence of occasions that drive the story onward. We break down the major plot points, supplying an introduction of the story's structure and highlighting vital moments that form the narrative.

"With our understandings, you can obtain a preference of Branding Interior Design Visibility And Business Strategy For Interior Designers's essence and choose if it's the ideal fit for you."

COMPARING AND CONTRASTING

For books within the exact same style, we provide comparative evaluations to showcase their resemblances and distinctions. This enables you to obtain a much better understanding of the different strategies authors take within a certain category.

DISCOVERING HIDDEN TREASURES IN BRANDING INTERIOR DESIGN VISIBILITY AND BUSINESS STRATEGY FOR INTERIOR DESIGNERS

Some publications may not have received as much interest as they are worthy of, and we love to uncover concealed gems. Branding Interior Design Visibility And Business Strategy For Interior Designers summaries showcase standout publications that may have flown under your radar - we assure you'll locate something to contribute to your analysis checklist.

With our essential insights, you can make enlightened decisions regarding what to check out next. Branding Interior Design Visibility And Business Strategy For Interior Designers give a look into the world of each publication, permitting you to find brand-new authors and genres easily.

BRANDING INTERIOR DESIGN VISIBILITY AND BUSINESS STRATEGY FOR INTERIOR DESIGNERS STYLE EXPLORATION

In this section, we take a closer look at different categories of Branding Interior Design Visibility And Business Strategy For Interior Designers and their matching recaps. We understand that visitors have distinct preferences and tastes, so we offer a varied range of Branding Interior Design Visibility And Business Strategy For Interior Designers book to satisfy every rate of interest. Whether you're a follower of romance, science fiction, enigma, historic fiction, or self-help, our publication summaries give a look right into the world of each publication.

SCI-FI

If you take pleasure in tales embeded in futuristic or imaginary globes, after that sci-fi is the category for you. Our sci-fi publication recaps check out styles such as time travel, extraterrestrial life, expert system, and much more. Several of our top science fiction publication recaps include:

Title	Author	Summary
A Court of Thorns and Roses Paperback Box Set (5 books) by Sarah J. Maas	Myla Ellis	Comply with the journeys of Myla Ellis, a hapless Englishman, and his alien pal Ford Prefect as they take a trip with room.
Supermercado economico cerca de mi	Johnson Chase	Embed in a dystopian future, this novel checks out the repercussions of a society consumed with genetic engineering and mind-altering drugs by Johnson Chase.

Discover our sci-fi publication recaps to find your next intergalactic adventure.

BRANDING INTERIOR DESIGN VISIBILITY AND BUSINESS STRATEGY FOR INTERIOR DESIGNERS HISTORIC FICTION

If you have an interest in finding out about background with imaginary tales, then historic fiction is the genre for you. Our historical fiction publication summaries of Branding Interior Design Visibility And Business Strategy For Interior Designers take you back in time to different periods and occasions. A few of our top historical fiction book summaries include:

- [A Court Of Thorns And Roses Paperback Box Set \(5 Books\) By Sarah J. Maas](#)
- [Supermercado Economico Cerca De Mi](#)
- [Omnia Womens Health Conference](#)

Discover the past via our historical fiction publication recaps.

ENIGMA

If you like solving puzzles and uncovering secrets, then enigma is the category for you. Our secret book summaries include Branding Interior Design Visibility And Business Strategy For Interior Designers will maintain you at the edge of your seat as you unwind the hints. Several of our top enigma publication summaries include:

"The globe teems with evident things which no one by any chance ever before observes." - Sherlock Holmes in The Hound of the Baskervilles

- [la historia del cristal droga by Diaz Dudley](#)
- [English bill of rights definition world history by Madelynn Lauren](#)

Place on your detective hat and explore our mystery publication summaries.

START EXPLORING BRANDING INTERIOR DESIGN VISIBILITY AND BUSINESS STRATEGY FOR INTERIOR DESIGNERS TODAY

These are simply a few instances of our book recaps within different categories. We have many more books waiting for you to explore. Check out our summaries to find your brand-new preferred writer or genre. Pleased analysis!

UNCOVER YOUR FOLLOWING WONDERFUL READ OF BRANDING INTERIOR DESIGN VISIBILITY AND BUSINESS STRATEGY FOR INTERIOR DESIGNERS

In this area, we have curated a collection of standout Branding Interior Design Visibility And Business Strategy For Interior Designers that will help you discover your following great read. Whether you

remain in the state of mind for a heart-wrenching romance or a spine-tingling thriller, our publication summaries offer a glance right into the world of each publication, enabling you to make educated choices concerning what to read next.

OUR TOP PICKS

Below are our leading choices for your next excellent read:

Publication Title	Writer	Style	Recap
College Algebra For Dummies	Isabel Anton	Historical Fiction	A hauntingly lovely story of two siblings in Nazi-occupied France that checks out the power of love, family members, and resilience in the face of adversity.
who holds economics in her hands	Webb Alexander	Emotional Thriller	An enthralling mental thriller that complies with a criminal therapist as he tries to untangle the secret behind his person's silence after she allegedly murders her spouse.
Dumbass in sign language	Kenny Jeramiah	Thoughtful Fiction	A mystical and spiritual trip that adheres to a young Andalusian shepherd young boy as he sets out to accomplish his destiny and discover truth meaning of life.

These 3 books are simply a small example of the several great checks out waiting to be uncovered. Depend on our publication summaries to guide you towards your following literary experience.

Along with our top picks, we offer a variety of book summaries covering different categories, from sci-fi to self-help. With our summaries, you're sure to locate your following preferred book like Branding Interior Design Visibility And Business Strategy For Interior Designers.

So what are you waiting on? Start exploring Branding Interior Design Visibility And Business Strategy For Interior Designers recaps today and reveal surprise literary gems that will maintain you transforming the pages well into the night!

KEY TAKEAWAYS OF BRANDING INTERIOR DESIGN VISIBILITY AND BUSINESS STRATEGY FOR INTERIOR DESIGNERS AND RECOMMENDATIONS

Our publication recaps not just give brief overviews of each book, yet they also provide Branding Interior Design Visibility And Business Strategy For Interior Designers crucial takeaways and suggestions to direct you in your reading journey. Below are a few of our leading choices:

Book Title	Secret Takeaways	Suggestions
tactics ogre reborn guide by Cali Kiera	<ul style="list-style-type: none"> • The unstable storyteller develops a feeling of enigma and thriller throughout guide. • The motifs of addiction and domestic misuse are checked out in depth. • The story spins maintained us on the side of our seats till the very last web page. 	<ul style="list-style-type: none"> • If you appreciated this book, take a look at Into the Water by Paula Hawkins for another thrilling secret. • Gone Woman by Gillian Flynn is an additional preferred emotional thriller with a twisty story.
half life practice problems worksheet by Ximena Muhammad	<ul style="list-style-type: none"> • Guide stresses the importance of living in today minute and letting go of previous and future worries. • The principle of the "pain body" is presented to describe how past traumas can affect our present experiences. • Practical workouts are provided to assist viewers carry out the trainings into their every day lives. 	<ul style="list-style-type: none"> • The Untethered Heart by Michael A. Vocalist offers comparable insights on living in the present moment and finding inner peace. • Huge Magic by Elizabeth Gilbert explores the innovative process and just how we can live an extra meeting life by welcoming our enthusiasms.
What Does Tfti Mean In Texting Language by Jaidyn Shelton	<ul style="list-style-type: none"> • Guide informs a powerful tale of two sisters living in Nazi-occupied France throughout The Second World War. • The styles of guts, sacrifice, and love are explored with the viewpoints of both sisters. • The historical context and dazzling summaries make the story revived. 	<ul style="list-style-type: none"> • All the Light We Can not See by Anthony Doerr is an additional The second world war novel that informs a relocating tale of love and survival. • If you enjoy historic fiction, attempt The Alice Network by Kate Quinn, which complies with a network of women spies during World war.

At blog.amf.com, you'll locate much more book summaries and suggestions that satisfy your interests and reading choices. Whether you're looking for a thrilling page-turner, a thought-provoking memoir, or a heartwarming romance, we have actually obtained you covered. Allow us aid you discover your following fantastic read!

BEGIN DISCOVERING BRANDING INTERIOR DESIGN VISIBILITY AND BUSINESS STRATEGY FOR INTERIOR DESIGNERS TODAY

A Guide To Planning Spaces John Wiley & Sons

Branding + Interior Design Visibility and Business Strategy for Interior Designers Schiffer Publishing
Identity Designed Schiffer Publishing

The Business of Design debunks the myth that business sense and creative talent are mutually exclusive, showing design professionals that they can pursue their passion and turn a profit. For nearly thirty years, consultant Keith Granet has helped designers create successful businesses, from branding to billing and everything in between. Unlike other business books, The Business of Design is written and illustrated to speak to a visually thinking audience. The book covers all aspects of running a successful design business, including human resources, client management, product development, marketing, and licensing. This timely update on the tenth anniversary of the first edition includes new content on social media, working from home, and understanding and working with different generations, essential tools in today's ultracompetitive marketplace.

Everything Interior Designers Need to Know Every Day Routledge

Originally published in 1981, perceptual organization had been synonymous with Gestalt psychology, and Gestalt psychology had fallen into disrepute. In the heyday of Behaviorism, the few cognitive psychologists of the time pursued Gestalt phenomena. But in 1981, Cognitive Psychology was married to Information Processing. (Some would say that it was a marriage of convenience.) After the wedding, Cognitive Psychology had come to look like a theoretically wrinkled Behaviorism; very few of the mainstream topics of Cognitive Psychology made explicit contact with Gestalt

phenomena. In the background, Cognition's first love - Gestalt - was pining to regain favor. The cognitive psychologists' desire for a phenomenological and intellectual interaction with Gestalt psychology did not manifest itself in their publications, but it did surface often enough at the Psychonomic Society meeting in 1976 for them to remark upon it in one of their conversations. This book, then, is the product of the editors' curiosity about the status of ideas at the time, first proposed by Gestalt psychologists. For two days in November 1977, they held an exhilarating symposium that was attended by some 20 people, not all of whom are represented in this volume. At the end of our symposium it was agreed that they would try, in contributions to this volume, to convey the speculative and metatheoretical ground of their research in addition to the solid data and carefully wrought theories that are the figure of their research.

A Source Book of Design Reference Standards John Wiley & Sons

"An essential text for all students of design . . . [and] inspiration and intel for those simply interested in the art and practice." --Alexa Hampton, from the foreword From the nation's top college for interior design comes a definitive design school in a book and a fabulous reference for decorating the home. In the past decade, New York School of Interior Design, which was founded in 1916, has drawn a large crossover audience of passionate decorating enthusiasts and hobbyists--many of them private homeowners who know that thinking like a professional is the surest way to achieve a magnificent home. This lavishly illustrated and highly detailed interior design bible provides a comprehensive education on home design and decor, from color theory principles to space-specific considerations (choosing furniture for a living room) and collaborating with architects and other professionals for the best results. Built on the Home Study Course that is the foundation of the school's curriculum, this book offers an unparalleled mastery of the key elements of enduring design, rendering it the only book you'll ever need.

Professional Practices for Interior Designers MacGraphics Services

The home goods market in the United States is the largest market in the world. Then why do some interior design firms thrive while others barely survive? The answer lies in one powerful little word: brand. More than a pretty logo, it involves telling the story of your distinct point of view--who you want to serve and why you do business, and it's a process that happens from the inside out. This book bridges the gap between designer and design leader and shows pros how to define, value, and communicate their vision; find clients who are a fit; and master the art of being visible. Worksheets give designers the tools to learn these strategies and apply them to their work. It also includes candid conversations with design leaders such as Barbara Barry, Rose Tarlow, Kelly Hoppen, Vicente Wolf, Christiane Lemieux, Clodagh, Martyn Lawrence Bullard, and others.

Portfolios for Interior Designers Schiffer Publishing

The fashion and luxury industries have been well-established for centuries, but the new disruptive digital environment is causing these industries to rethink their business case and adapt their brand offerings for consumers and experiences both online and offline, mixing physical place and digital space: phygital. This exciting new text, the first on this timely subject, written by an expert author explores the current malaise and offers ways forward through a mixture of research and practice-led examples.

Now that you've seen what we have to provide, it's time to begin checking out Branding Interior Design Visibility And Business Strategy For Interior Designers recaps! Our recaps give you a taste of each book's special significance and can help you find your next wonderful read. Whether you're a follower of criminal activity thrillers, historical fiction, or self-help books, we have a recap for you.

Our summaries provide vital insights into each book's themes, personalities, and plot points. You can get a feeling of Branding Interior Design Visibility And Business Strategy For Interior Designers writing style and decide if it's the best fit for you. We've curated the best publications from different categories, so you make sure to locate something that suits your rate of interests.

EXACTLY HOW TO UTILIZE OUR RECAPS

To begin discovering, merely surf our site and click on Branding Interior Design Visibility And Business Strategy For Interior Designers summaries that capture your eye. Our summaries are quick, so you can rapidly get a sense of each publication without investing excessive time. If a summary ignites your passion, you can click on the web link to purchase the book from an on-line store.

Our book recaps are excellent for any individual who intends to stay informed concerning the most recent literary fads however doesn't have the time to check out Branding Interior Design Visibility And Business Strategy For Interior Designers publication. By discovering our summaries, you can stay on par with what's prominent and find covert treasures that you may not have actually found otherwise.

JOIN OUR COMMUNITY

When you discover Branding Interior Design Visibility And Business Strategy For Interior Designers summaries, you're not just finding new publications; you're also signing up with a neighborhood of similar readers. Our site includes a blog where we publish articles about the most recent literary news, book evaluations, and reviewing pointers. You can additionally follow us on social media to remain up-to-date with our latest offerings.

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REVIEW OF BRANDING INTERIOR DESIGN VISIBILITY AND BUSINESS STRATEGY FOR INTERIOR DESIGNERS

- Noble House is possibly the best book in Clavells series and that says allot since Shogun & Taipan are two of the better books of all time. Run don't walk, get this book. The characters are top line, the story is stunning and the details are pronominal

- Once again,we have a book that exposes the PC-orthodoxy of the media and of some of the junk scientists out there. Once again, we have mini-reviews (in content and thinking) which use ad hominem (the author's are right-wing) attacks; question the author's motives and finding sources--and, never deal with the content. And, these "reviews" are from the usual suspects (places): Cambridge, San Jose and other bastions of leftist university cant.Well, as a person with a BS in math and both as MA and Ph.D in psych--the authors are dead-on in the misues of stat by both the media and the junk scientists the media are so fond of.Try not to present your thinly-disguised PC/Leftist ideology as a "review." It is but a knee-jerk reaction to the cognitive dissonance produced when the truth invades your little world. But, do not worry, you will find others to reinforce what passes for logic in your PC-laden miasma.Oh, yes, lest I forget, get the book--and Bias and Coloring the News and The Shadow University--then, try and say it's all a vast right-wing conspiracy. If you are sane and open-minded, you will be both disgusted and ready to really question what gets on the biased, PC media and why.