Corporate architecture

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Abstrak

"Corporate architecture plays an important role, not only in presenting the external face of a company, but also reflecting how a company's self-perception. Such architecture can be part of an overall corporate design and is an extremely important part of corporate identity. Companies want a building that identifies them; this can be either a landmark or an advertisement, but ideally a building that symbolizes that values and virtues of the specific company"--Preface.