

## Corporate architecture

Uffelen, Chris van, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20487512&lokasi=lokal>

---

### 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.