

Farrow concludes that “the measurements of success must rely on other than ‘time clock’ perspectives. Contributions must reside in value-add, not time applied.”

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## CONCLUSION

Design professionals began to develop specialty practices when clients began to need supplemental services, beyond those provided in the six basic phases of conventional design services. Designers who offer these ancillary services address the customer’s needs with more depth and breadth than would a general practitioner. Because specialists trained and experienced in these specialty areas are prepared to attend to critical details, the client enjoys a valuable return on his investment.

Interior designers have followed widely divergent career paths in the pursuit of expertise in specialty practice areas. Whether these professionals sought out or stumbled upon their optimum professional role pays tribute to the value of the more unconventional practice of interior design in these specialty practice areas.

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