

Note

1. For many, at least in Britain, the notion that *better buildings mean better business* is new and debatable. The dominant attitude in private-property decision making is still the 'appropriate' quality view: this holds that high-quality development, however defined, is unnecessary so long as there is some sort of market for the development at a lower standard; which may be easier to maintain, at least in the short-term; which may demand less skill and care to produce; and which, it is assumed, can be delivered at a lower initial cost. In short, a bargain-basement philosophy! The opposing attitude is that high quality helps generate long-term commercial success: this is termed the 'sustainable' quality view (Wiggington, 1993).

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