

## 8th Annual Architecture Series

*Construction under Constraints*

### In This Issue

**10**  
p.

How to Add Word  
of Mouth to Your  
Marketing Mix

**24**  
p.

What it Means to be  
a Gen Xer and Gen  
Yer in the Workplace

**28**  
p.

Position Yourself  
for Leadership



**13**  
p.