



#### Talent is Not Enough: Business Secrets for Designers

By Shel Perkins

Pearson Education (US), United States, 2010. Paperback. Book Condition: New. 2nd Revised edition. 214 x 146 mm. Language: English . Brand New Book. The best business guide for design professionals just got better! This revised and expanded second edition includes everything designers need-besides talent-to turn their artistic success into business success. You ll find information on key issues facing designers from freelancing to managing established design firms. A strong visual focus and to-the-point text take the fear factor out of learning about thorny business realities like staffing, marketing, bookkeeping, intellectual property, and more. These smart business practices are essential to success in graphic, Web, and industrial design. Here are just a few of the things you ll learn: \* How to get on the right career path \* The best way to determine pricing \* How to avoid common legal pitfalls \* How to manage large projects \* The secrets of efficient design teams \* How to forecast your workload and finances Talent Is Not Enough provides a big-picture context for these and other challenges and shares practical, real-world advice. Since its first publication, the book has become an essential resource for both students and working professionals in these areas...



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