Talent is Not Enough: Business Secrets for Designers (3rd Revised edition)

By Shel Perkins

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Talent is Not Enough: Business Secrets for Designers (3rd Revised edition), Shel Perkins, The best business guide for design professionals just got even better! This revised and expanded third 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 * Dealing with international clients * The merging models of ad agencies and design firms 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...

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