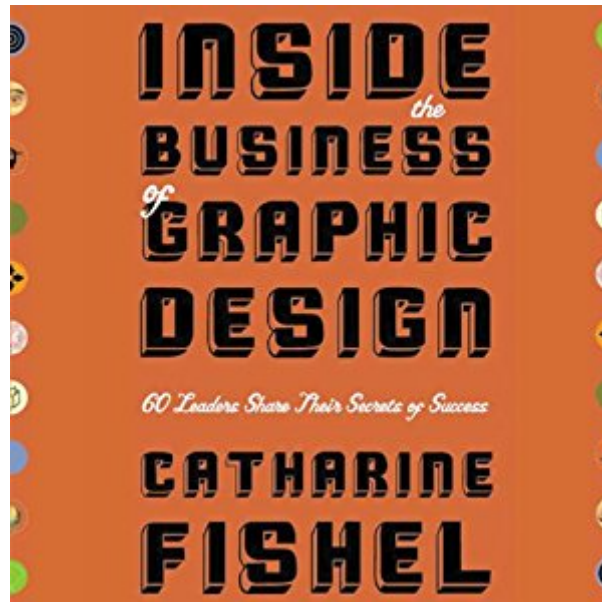


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# Inside The Business Of Graphic Design: 60 Leaders Share Their Secrets Of Success



## Synopsis

Inside the Business of Graphic Design casts a precise and realistic light on the risks, requirements, and rewards of running a creative and successful design business. Whether you dream of setting up a small studio, or whether you've been on your own for years, this provocative guide is an important source of success strategies for every graphics professional.

## Book Information

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## Customer Reviews

Some chapters I can apply to me. Most, I can't, although it is interesting reading material. (At least it's about graphic design!) Made for successful firms with partners and/or employees, which want to be even more successful, not for little tiny one-person companies like mine.

This book is great because it is a collection of stories from other graphic design business owners. The book allows you to get an idea of how others run their business on specific topics. It was a required text for a college course. After reading a section and getting an understanding of different methods we were required to choose which method we liked most. This helped us build a business model based on successful methods.

This book has inspirational stories from very well known designers. It would have been better if there were some examples of each designers work. It was an ok read. I don't regret buying it.

Book is full of real business stories, grouped in six different parts. Interesting thoughts and insights.

The Culture Advertising Design put'em on blast review. Don't sleep on this one. This book is packing! Chock full of guts might be one way to put it. The book is filled with the trials, tribulations and fables of the Demi-Gods of our industry. It reads like "designerati" pulp fiction, filled with slick tales of their heroics, be it hiring freshly caped side-kicks or wearing down seemingly villainous clients, they prevail not always unscathed but they did live to tell about it. This book could be helpful to most in-house and agency folk who want gain more perspective and a few less bruises in the advertising and design businesses.

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