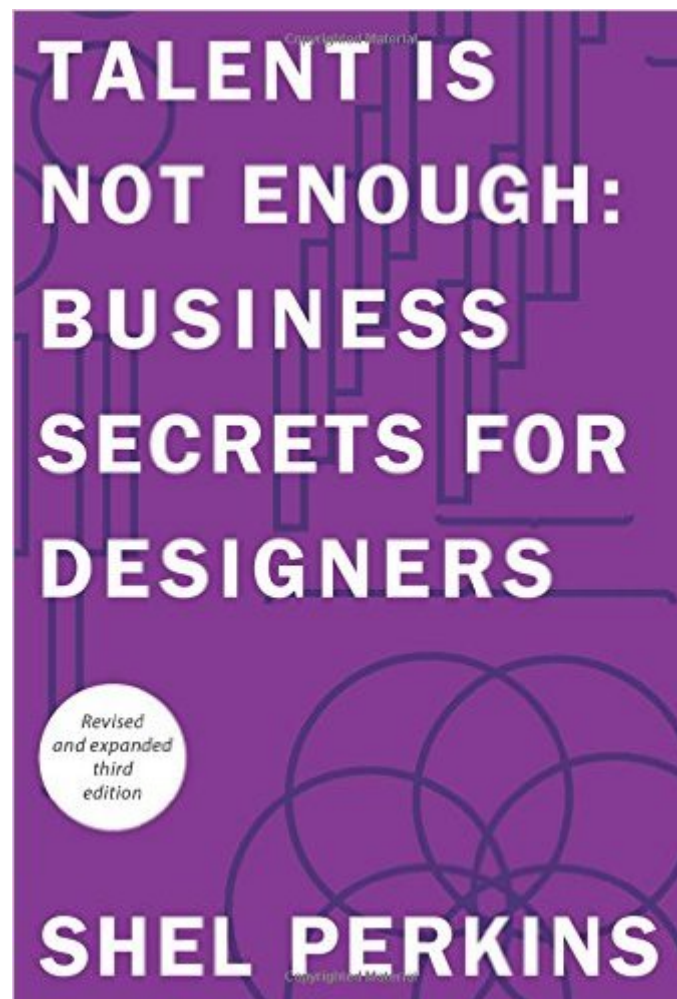


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# Talent Is Not Enough: Business Secrets For Designers (3rd Edition) (Graphic Design & Visual Communication Courses)



## Synopsis

The best business guide for design professionals just got even better! This revised and expanded third edition includes everything designers needâ “besides talentâ “to turn their artistic success into business success. Youâ™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 youâ™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 become an essential resource for both students and working professionals in these areas and more:

- Design planning and strategy
- Corporate identity development
- Publication and editorial design
- Brand identity and packaging design
- Advertising and promotion design
- Marketing communications
- Environmental design
- Industrial design
- Motion graphics
- Interaction design
- Information design

It is rare to find one individual with such a wide range of knowledge in the design-related fields. And, because of his experience as a designer, Shel brings a sensitivity and understanding to administrative issues while still respecting the artistic side of our industry.

- “Frank Maddocks, President, Maddocks & Company
- “Now that design skills have become a commodity, you need business skills to focus them. Shel has written a crackerjack book that will be on the shelf of every ambitious designer.
- “Marty Neumeier, author of *The Designful Company*, *Zag* and *The Brand Gap*

## Book Information

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## Customer Reviews

Never in my life have I read a book twice | but wouldn't you know it, Shel Perkins revised and expanded third edition of Talent Is Not Enough is the book that broke my hard-and-fast rule. I didn't see that coming "I would have guessed that C.S. Lewis or J.R.R. Tolkien would eventually gain that honour. Perkins lifts the hood on the business of design better than anyone. This is by far the best business book out there for designers looking to develop a sophisticated independent business or studio. In fact, I highly recommend it to anyone looking to establish sound business practices within any creative service-based industry. My only criticism of the book is that the layout is very dense and thus the book is dry at times. I'm not saying it should have pop-ups, colour pages, or scratch-n-sniffs, but the rigid textbook format will slow down right-brained readers. I enjoyed reading it, but then again, my company exists to serve the business side of creative work, so I felt like I was reading the book I wish I had written. For creatives, my advice is to make sure you're drinking something fun while reading this book, especially when you get to the section on legal issues. So | this won't be your curl-up-by-the-fire book, but it will be the resource guidebook that you will reference time and time again when you need to make a smart business decision.

Most all of what you need to know. If you get a chance, take one of Shel's classes.

Good design book!

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