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TALENT IS NOT ENOUGH: BUSINESS SECRETS FOR DESIGNERS



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...

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- Authored by Shel Perkins
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