



The Creative Business Guide to Running a Graphic Design Business

Cameron S. Foote

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The Creative Business Guide to Running a Graphic Design Business Cameron S. Foote

The only complete manual for running and maintaining a design business.

Graphic design is a unique business, requiring its own distinct management style and operations agenda in order to run efficiently and maximize profitability. This is the first comprehensive business manual for graphic design firms of all sizes, providing specialized tips tailored to the specific goals and needs of design companies. Divided into four sections that treat the cornerstone concerns of every successful business--organization, marketing, personnel, and operations--the book details how each of these areas functions in the design world, and what firm principals and managers can do to optimize their efficacy. The appendices include sample business forms and documents to help put the information into practice.

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