



Inside the Business of Graphic Design: 60 Leaders Share Their Secrets of Success

Catharine Fishel

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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. Six sections discuss the entire cycle of business ownership, including goal setting, finding the right management style, cooperating with employees, triggering growth, rethinking one's business in the face of major changes, and even whether to stay with the business or move on. 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.

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