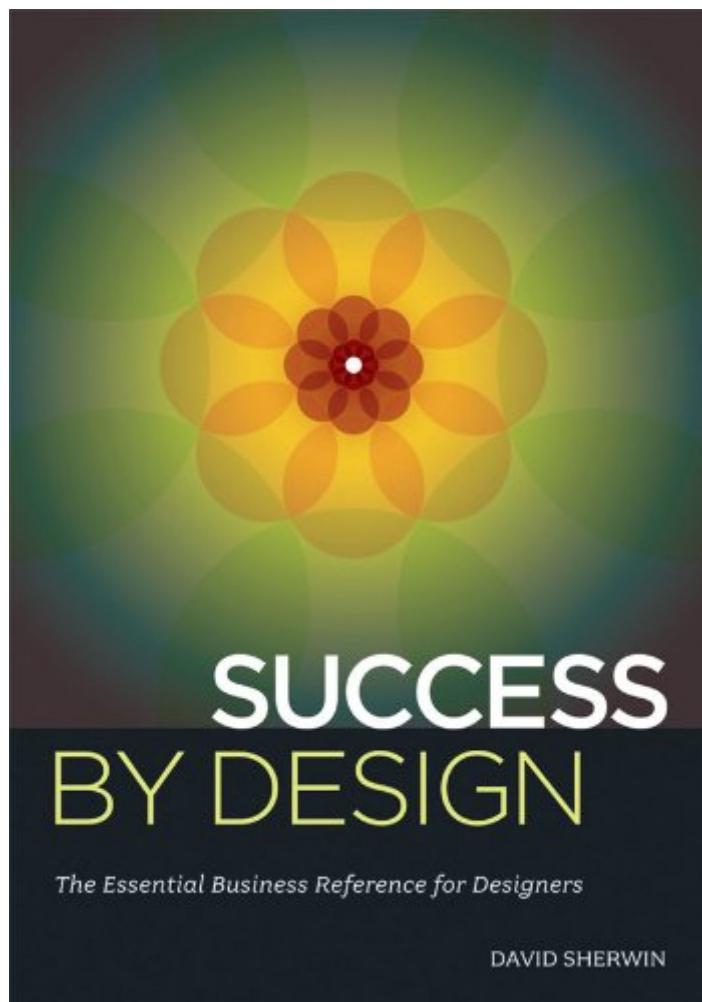


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# Success By Design: The Essential Business Reference For Designers



## **Synopsis**

Want to make your design business a success? Start here. Fellow Designer, In your career you may have been like me: Trying to keep projects on the rails and clients happy. Digging through blogs for useful advice. Wondering if there was a better way to handle all of the demands of being a design professional and running a creative business. The wisdom contained in Success By Design: The Essential Business Reference for Designers will help you become a stronger businessperson and better plan your career path as a design leader. This book was born from in-depth interviews with a slew of successful designers, studio directors, project managers, and client service professionals across a wide range of creative industries. It contains the business secrets I needed the most when I started as a designer sixteen years ago. --David

## **Book Information**

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## **Customer Reviews**

Over the years I have been a freelancer and a part of ad/design agencies, but I was reading the book because I'm trying to grow in my leadership position at an in-house agency. The majority of the information included in this book will work for freelancers, agency designers, and in-house designers. What makes the information so valuable is that it is information that you don't learn in

design schools, it's usually learned on the job.

Most design business books tend to skew towards generic advice. This book is the real deal. Nothing but meat and potatoes here. It's practically a handbook for how to be a Creative Director or Account Manager at any design studio (ideally, your own). Some great insights on what to include in design briefs, creative briefs, deliverable briefs, etc. Highly recommended.

I am so glad this book came my way. As a designer venturing in to freelance, this book has been an incredible resource for knowing what to expect and what is expected of me in professional relationships. 'Success by Design' would be excellent for anyone getting their start in the field or independents and small shop owners who want to take their business to the next level. As designers we love constraints in the creative process and 'SbD' will teach you the value of working with constraints in client relations and deliverables. This book is like a mentor in your pocket; a compendium of career hacks from someone who can set type and draw like a Level 5 boss (the layout and illustrations are delightful).

Great book, and better than most at describing the world of design. The author also takes a very lighthearted approach to explaining everything so it doesn't read like a text book. The only reason I didn't give a 5 star is because it didn't cover some topics as well as I would have liked it too.

Like David Sherwin's talks, this book is positively LOADED with information you didn't know that you didn't know. If you're considering opening your own design shop, or want to freelance (or anything in between), everything business-wise you need to consider or remember is in this book. And I mean everything. It's not for reading chapter-by-chapter, but as a substantial, and very detailed reference. If only I'd had this information twenty-some-odd years ago.

This book have excellent tips and tools that i wish i have 2 years ago. When i was reading the book i was laugh fin to my self and said "i have made this mistake, etc". I recommend this book to any entrepreneur designer.

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