



The Creative Business Guide to Running a Graphic Design Business

Cameron S. Foote

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A comprehensive manual for running and maintaining a graphic design business.

This is the industry's first comprehensive manual for running and maintaining a successful graphic design business. The four sections cover organization, marketing, personnel, and operations, and provide the necessary tools unique to the specific management styles and operation agendas of a design firm. A complete appendix of business forms is also included.

20 b/w illustrations



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