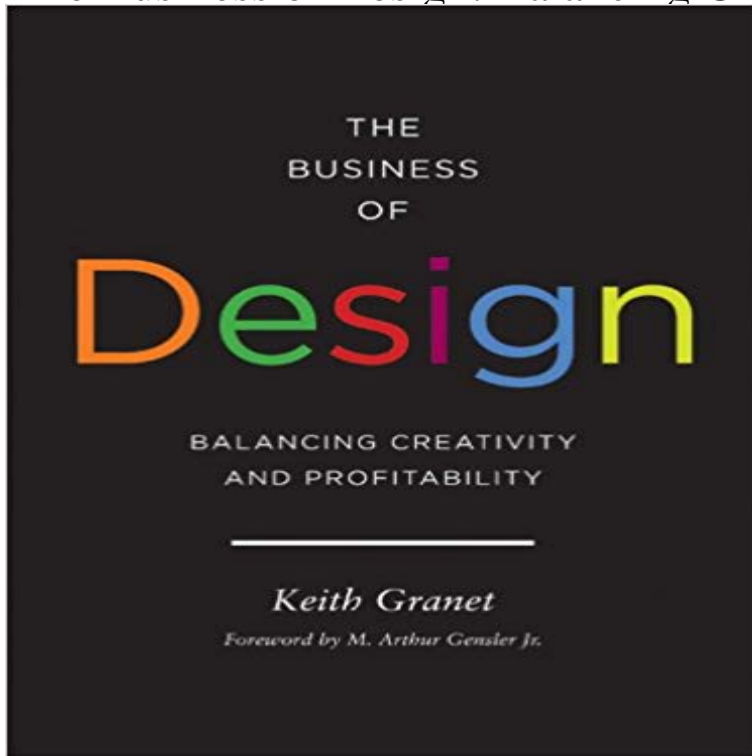


The Business of Design: Balancing Creativity and Profitability



The Business of Design debunks the myth that business sense and creative talent are mutually exclusive and, unlike other lackluster business books, is written and illustrated to captivate a visually thinking audience. For nearly thirty years, consultant Keith Granet has helped design professionals pursue their passion and turn a profit. From billing to branding, client management to marketing and licensing, The Business of Design reveals the tools necessary to create and run a thriving design business in today's ultra-competitive marketplace.

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