The Business of Design

Keith Granet

The Business of Design

Keith Granet

The Business of Design Keith Granet
For thirty years, consultant Keith Granet has enjoyed helping design professionals turn their passion into profit. In his new book, *The Business of Design: Balancing Creativity and Profitability*, Granet debunks the myth that business sense and creative talent are mutually exclusive. *The Business of Design: Balancing Creativity and Profitability* provides all of the necessary tools to create and run a thriving design business - from billing and human resources to branding and project management to marketing and licensing- in one easy-to-use guide.

Inspired by Granet's own course on running a successful design practice as well as his experience guiding over four hundred design firms, *The Business of Design* is organized into six clear chapters interwoven with stories, the author's own experiences and life lessons. *The Business of Design* guides the reader through the steps of creating a successful firm, from the initial foundation of a design practice, to financial management, marketing and public relations, human resources, and project management. The last chapter, on product development, explores the growing trend in the design profession to develop products and bring them to the marketplace, allowing designers to share their voice with a larger audience. *The Business of Design* includes a foreword by M. Arthur Gensler and interviews with individual architects and designers who have made their mark on the profession, including Michael Graves, John Merrill, A. Eugene Kohn, Victoria Hagan, and Richard Meier. These esteemed architects and designers share the benefits of their experience as well as their own take on the business of design. A vibrant and enticing look at the business side of design practice, this graphically beautiful book is neither dry nor intimidating.

"Think it's impossible to make a business using your creativity? Think again! Keith Granet shows you how to make your design business a success. This book is a must-read for every designer."-Jonathan Adler

"*The Business of Design* is the essential guide about the design business. It's filled with invaluable information that covers all aspects of this often complicated and challenging business. Keith's straightforward, no-nonsense approach to finding success makes this a must-read for established designers or anyone just starting out. I've made this mandatory reading for everyone at Thom Filicia Incorporated!" - Thom Filicia

"Down to earth , common sense advice drawn from good old fashioned experience, Keith Granet gives the industry what it has been waiting for, THE book on just that. Concise, clearly written, this is NO textbook boilerplate. Trust me, you will underline. . . and feel good about what you do know and aspire to all the rest. READ ON. You will be referring to it often." - Charlotte Moss

"Architecture may be an art, but it's also a service profession. To become a good architect requires a passionate dedication to the creative design process. To become a successful one means also understanding that it's a business, a unique one perhaps, but still a business. Keith Granet's *The Business of Design* will help get you there faster, creative talent intact." - Marc Appleton

⬇ **Download** The Business of Design ...pdf

Download and Read Free Online The Business of Design Keith Granet

---

From reader reviews:

John Dearman:

Why don't make it to become your habit? Right now, try to ready your time to do the important action, like looking for your favorite e-book and reading a book. Beside you can solve your long lasting problem; you can add your knowledge by the guide entitled The Business of Design. Try to the actual book The Business of Design as your friend. It means that it can to become your friend when you really feel alone and beside regarding course make you smarter than before. Yeah, it is very fortuned to suit your needs. The book makes you more confidence because you can know every little thing by the book. So , let me make new experience as well as knowledge with this book.

Steven Ellison:

Now a day folks who Living in the era exactly where everything reachable by talk with the internet and the resources inside it can be true or not demand people to be aware of each info they get. How many people to be smart in obtaining any information nowadays? Of course the answer then is reading a book. Reading through a book can help people out of this uncertainty Information specially this The Business of Design book since this book offers you rich details and knowledge. Of course the details in this book hundred percent guarantees there is no doubt in it you probably know this.

Cynthia Bryant:

Hey guys, do you would like to finds a new book to read? May be the book with the headline The Business of Design suitable to you? The actual book was written by well known writer in this era. The book untitled The Business of Designis a single of several books in which everyone read now. This particular book was inspired lots of people in the world. When you read this e-book you will enter the new dimension that you ever know ahead of. The author explained their plan in the simple way, and so all of people can easily to understand the core of this reserve. This book will give you a great deal of information about this world now. To help you to see the represented of the world on this book.

Kristen Wright:

That e-book can make you to feel relax. This particular book The Business of Design was multi-colored and of course has pictures around. As we know that book The Business of Design has many kinds or variety. Start from kids until adolescents. For example Naruto or Investigator Conan you can read and feel that you are the character on there. So , not at all of book tend to be make you bored, any it offers up you feel happy, fun and rest. Try to choose the best book in your case and try to like reading in which.

Download and Read Online The Business of Design Keith Granet #4NQ6DYVH8JA

Read The Business of Design by Keith Granet for online ebook

The Business of Design by Keith Granet Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Business of Design by Keith Granet books to read online.

Online The Business of Design by Keith Granet ebook PDF download

The Business of Design by Keith Granet Doc

The Business of Design by Keith Granet Mobipocket

The Business of Design by Keith Granet EPub