Success By Design: The Essential Business Reference for Designers

David Sherwin

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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

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