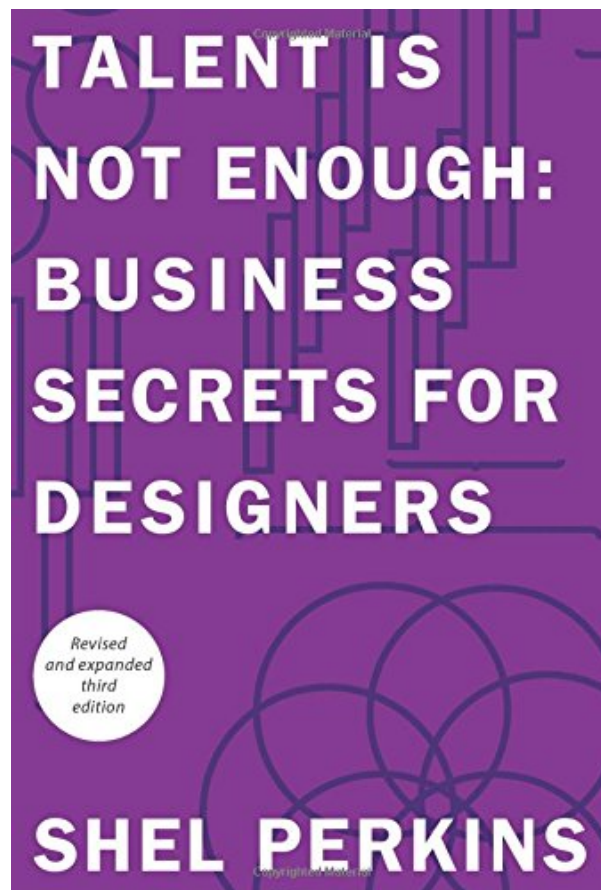
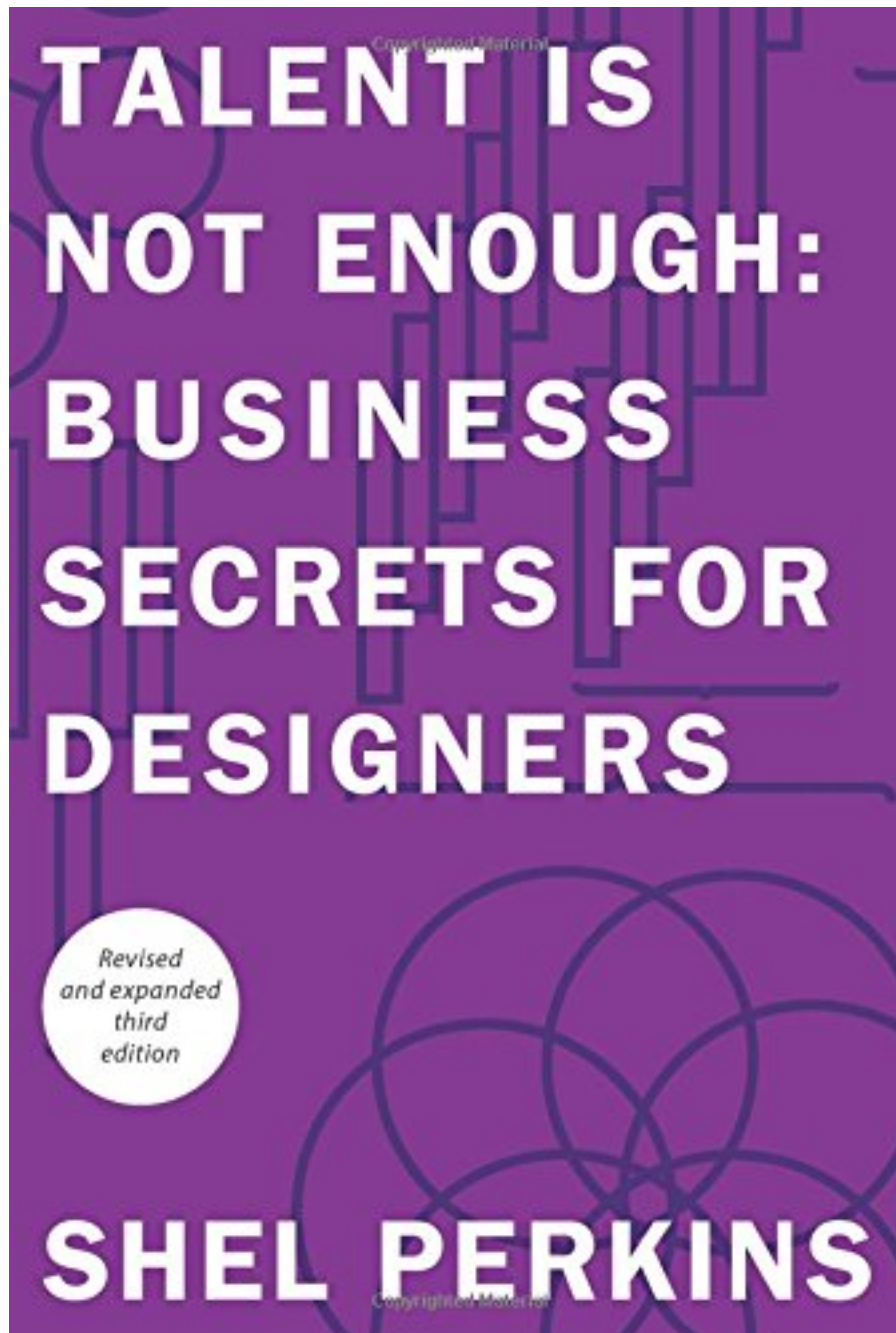


**TALENT IS NOT ENOUGH: BUSINESS  
SECRETS FOR DESIGNERS (3RD EDITION)  
(GRAPHIC DESIGN & VISUAL  
COMMUNICATION COURSES) BY SHEL  
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**Talent Is Not Enough: Business Secrets For Designers (3rd Edition) (Graphic Design & Visual Communication Courses) By Shel Perkins.** One day, you will certainly uncover a brand-new adventure and expertise by spending even more cash. But when? Do you think that you should acquire those all demands when having significantly money? Why do not you attempt to get something easy initially? That's something that will lead you to know even more regarding the world, experience, some locations, history, amusement, and much more? It is your very own time to continue reading routine. One of guides you could appreciate now is Talent Is Not Enough: Business Secrets For Designers (3rd Edition) (Graphic Design & Visual Communication Courses) By Shel Perkins here.

## Review

“Now that design skills have become a commodity, you need business skills to focus them. Shel Perkins has written a crackerjack book that will be on the shelf of every ambitious designer.”

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“This is the best left-brain business book I’ve ever read for right-brain designers. And, having two right brains, I know what I’m talking about. I’m recommending Shel’s book to every student of mine and buying a copy for each designer on my staff.”

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“Damn good advice! This is a fantastic business handbook for designers. It’s loaded with the specific, usable, real-world business knowledge that designers need. Shel has done a masterful job of making the information simple, clear, and easy to follow. This is a must-have book for any designer who wants to succeed in business.”

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- How to get on the right career path
- The best way to determine pricing
- How to avoid common legal pitfalls
- How to manage large projects
- The secrets of efficient design teams
- How to forecast your workload and finances
- Dealing with international clients
- The merging models of ad agencies and design firms

Talent Is Not Enough provides a big-picture context for these and other challenges and shares practical, real-world advice. Since its first publication, the book has become an essential resource for both students and working professionals in these areas and more:

- Design planning and strategy
- Corporate identity development
- Publication and editorial design
- Brand identity and packaging design
- Advertising and promotion design
- Marketing communications
- Environmental design
- Industrial design
- Motion graphics
- Interaction design
- Information design

“It is rare to find one individual with such a wide range of knowledge in the design-related fields. And, because of his experience as a designer, Shel brings a sensitivity and understanding to administrative issues while still respecting the artistic side of our industry.”

—Frank Maddocks, President, Maddocks & Company

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- 600 pages

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Everything You Need to Know about the Business of Design

By Corwin Hiebert

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Perkins lifts the hood on the business of design better than anyone. This is by far the best business book out there for designers looking to develop a sophisticated independent business or studio. In fact, I highly recommend it to anyone looking to establish sound business practices within any creative service-based industry.

My only criticism of the book is that the layout is very dense and thus the book is dry at times. I'm not saying it should have pop-ups, colour pages, or scratch-n-sniffs, but the rigid textbook format will slow down right-brained readers.

I enjoyed reading it, but then again, my company exists to serve the business side of creative work, so I felt like I was reading the book I wish I had written. For creatives, my advice is to make sure you're drinking something "fun" while reading this book, especially when you get to the section on legal issues. So... this won't be your curl-up-by-the-fire book, but it will be the resource guidebook that you will reference time and time again when you need to make a smart business decision.

0 of 0 people found the following review helpful.

Five Stars

By BeAre

Most all of what you need to know. If you get a chance, take one of Shel's classes.

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Good design book!

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Stanley Hainsworth  
Chairman and Chief Creative Officer, Tether;  
author of Idea-ology: The Designer’s Journey

“I wish I had read this book when we started our business seventeen years ago. Or even ten years ago. Or even last month, come to think of it. There is a ton of incredibly valuable information in here.”

Bonnie Siegler  
Co-founder, Number Seventeen

“There is no doubt that Gravity Tank owes its success in part to Shel Perkins and the business values he taught me early in my career. Now all that wisdom is captured in Talent Is Not Enough. All creative professionals running their own business should grab a copy immediately and start reaping the benefits.”

Chris Conley

Partner and Co-founder, Gravity Tank;

Track Lead, Human-Centered Product Design, IIT Institute of Design

“An invaluable resource for designers and small creative businesses. I made the mistake of lending this book out once and it never came back – so I bought it again.”

Amy Stafford

Your Shining Red Thread

“My students are required to read this book. It makes it crystal clear that landing (and keeping) a design job requires much more than just talent and technical ability.”

Mary Scott

Chair, School of Graphic Design, Academy of Art University

“As a first-time owner of a design studio, I find this book to be an invaluable reference guide. It provides options for challenges I face every day and the security of knowing I can deal with the unexpected. This is a must-have for any design professional.”

Brian Jacobs

Founder, Brick Design

“Where was this book when I was first starting out? Today, I keep it close to hand. It’s a fabulous resource for everyone in the design industry. Thank you, Shel.”

Sylvia Harris

Information Design Strategist, Citizen Research & Design

“It wouldn’t be an exaggeration to say that just about everything I know about running a design agency I learned from Shel and this book.”

Eric Heiman

Principal, Volume Inc.

“Finally – a comprehensive business guide written just for us. No designer should live without this book!”

Lynda Weinman

Co-founder, Lynda.com;

author of Designing Web Graphics

“Many design firms and designers have benefited from Shel’s sound business perspectives and advice. Now he has written a valuable guide that continues that process. The lucky readers of Talent Is Not Enough: Business Secrets For Designers will absorb many important messages that are essential to success. Shel deserves a ‘thank-you’ for rendering this service to all designers.”

Roz Goldfarb

President, Roz Goldfarb Associates;

author of Careers by Design

“Destined to become a dog-eared reference for all those parts of running a design firm that they never taught in college.”

Mitchell Mauk  
Principal, Mauk Design

“Although designers are highly skilled at applying their creativity toward solving design-related problems, most lack the fundamental business knowledge that would enable them to start or optimally run a firm. Whether you’re a student, design contractor, or design firm owner, Shel Perkins’ book, *Talent Is Not Enough: Business Secrets For Designers*, is a comprehensive source of information on the professional practice of design.”

Gerard Furbershaw  
Co-founder and COO, Lunar Design

“A great overview of all of the issues that designers need to know to be in business.”

Nathan Shedroff  
Chair, Design MBA Programs, CCA;  
author of *Making Meaning and Experience Design*

“A confident and perceptive mentor, Perkins creates a painless navigation through a range of strategies and issues.”

Communication Arts Magazine

“Shel Perkins has brought together the key insights and techniques every designer needs, whether they work from a spare room or a Madison Avenue cubicle. Use this book religiously: you’ll have more energy for what matters most – creativity.”

Bill Camarda  
Read Only

“Whether you’re just getting out of design school, thinking of going out on your own, or having large-firm growing pains, this is the book for you.”

Mike Lenhart  
GraphicDesignForum.com

“Packed with information on everything from how to get started to how to stay afloat.”

STEP Magazine

“This book is simply a must-have for anyone working in the design profession.”

Deanna Moore  
AIGALosAngeles.org

“Shel Perkins spells out every aspect of business for every type of designer in a language that is easy to understand. From career paths to pricing to legal issues, no stone is left unturned. This book is an invaluable asset.”

Troy Finamore  
Finamore Design

“It is by far one of the best – if not the best – graphic design business book I have read.”

Daniel Schutzsmith  
GraphicDefine.org

“This is a fantastic book; everyone should have a (well-worn) copy. In Shel’s typical style, the information is

delivered in clear, concise language. Required and highly valuable reading for us all.”

Rob Bynder

Principal, Robert Bynder Design

“Our favorite design consultant and your future best friend, Shel Perkins, literally wrote the book on this subject. Because he’s a designer himself, he can give advice in a way that doesn’t make creative types want to hurt themselves.”

Alissa Walker

UnBeige

“Perkins’ book should be required reading for any designer who would like to turn their design degree into a paycheck.”

Robert Blinn

Core 77

#### About the Author

Shel Perkins is a designer and design manager active on the business side of professional practice. He has served as director of operations for MetaDesign San Francisco and as vice president of operations for Clement Mok, and provides management consulting services to a range of creative firms in both traditional and new media. Shel has served on the national board of the Association of Professional Design Firms and as the president of AIGA San Francisco.

He has written and lectured on many topics related to design management and teaches Professional Practice at the California College of Arts and Crafts and the University of California. In 2002, Shel was honored as an AIGA Fellow "in recognition of significant personal and professional contributions to raising the standards of excellence within the design community."

**Talent Is Not Enough: Business Secrets For Designers (3rd Edition) (Graphic Design & Visual Communication Courses) By Shel Perkins.** One day, you will certainly uncover a brand-new adventure and expertise by spending even more cash. But when? Do you think that you should acquire those all demands when having significantly money? Why do not you attempt to get something easy initially? That's something that will lead you to know even more regarding the world, experience, some locations, history, amusement, and much more? It is your very own time to continue reading routine. One of guides you could appreciate now is Talent Is Not Enough: Business Secrets For Designers (3rd Edition) (Graphic Design & Visual Communication Courses) By Shel Perkins here.