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TALENT IS NOT ENOUGH: BUSINESS SECRETS FOR DESIGNERS (3RD REVISED EDITION)



Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Talent is Not Enough: Business Secrets for Designers (3rd Revised edition), Shel Perkins, The best business guide for design professionals just got even better! This revised and expanded third edition includes everything designers need-besides talent-to turn their artistic success into business success. You'll find information on key issues facing designers from freelancing to managing established design firms. A strong visual focus and to-the-point text take the fear factor out of learning...

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- Authored by Shel Perkins
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