

The Savvy Designer's Guide to Success: Ideas and Tactics for a Killer Career

Jeff Fisher

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From marketing and promotion to client communication, this essential guide covers everything graphic designers need to know to achieve ultimate success. The author finds answers all the tough questions with: Practical advice for establishing - and maintaining - a high profile within the design community; Personalitydriven text that makes readers feel like they're getting advice from a trusted friend or peer; Timeless information that designers of all levels can use to navigate the inevitable tough spots in the industry; Straightforward strategies for tackling such tricky business issues as contracts, pricing, lawyers and accountants; In addition, there are invaluable sections on recovering from big career mistakes and giving back to the community. This is the book graphic designers have been asking for: a business guide that isn't too stuffy for creatives.



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