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The Business of Design debunks the myth that business sense and creative talent are mutually exclusive and, unlike other lackluster business books, is written and illustrated to captivate a visually thinking audience. For nearly thirty years, consultant Keith Granet has helped design professionals pursue their passion and turn a profit.

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Synopsis: 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

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"Granet's book offers the first steps for designers and architects to start, as the title suggests, balancing creativity and profitability The business advice he imparts could be applicable to any small-business owner."--USA Today The Business of Design debunks the myth that business sense and creative talent are mutually exclusive, providing the necessary tools to create and run a thriving

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The Business of Design debunks the myth that business sense and creative talent are mutually exclusive, showing design professionals that they can pursue their passion and turn a profit. For nearly thirty years, consultant Keith Granet has helped designers create successful businesses, from branding to billing and everything in between.

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The Business of Design debunks the myth that business sense and creative talent are mutually exclusive, providing the necessary tools to create and run a thriving business. Keith Granet provides a comprehensive guide to running a design business, drawing on over thirty years of experience helping design professionals turn their passion into profit.

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