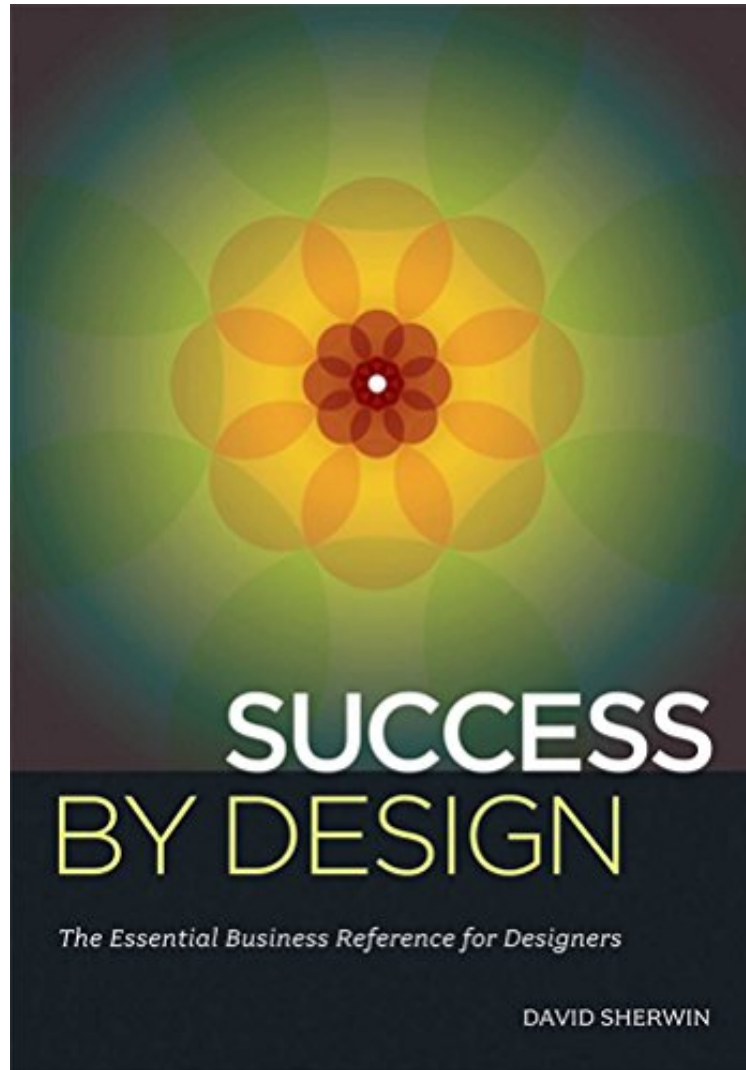


[Free read ebook] Success By Design: The Essential Business Reference for Designers

## Success By Design: The Essential Business Reference for Designers

David Sherwin

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**David Sherwin : Success By Design: The Essential Business Reference for Designers** before purchasing it in order to gage whether or not it would be worth my time, and all praised Success By Design: The Essential Business Reference for Designers:

1 of 1 people found the following review helpful. The business side of making a living as a designer, from details to big pictureBy Andy FitzgeraldThis book is full of realistic, actionable insights for tackling the business side of providing client services as a designer. As someone who recently started working independently after several years working for sprawling agencies, David Sherwin's book has helped me wrap my head around the myriad tasks that have to happen before, during, and after the design work; in order to actually make a living at it.Sherwin goes into an appropriate amount of detail on the nuts-and-

bolts of business development, contract negotiation, scheduling, client relationships, and effective review and delivery. I say "appropriate amount" because he touches on some areas that are the subject of whole books on their own (listed in the "Resources" section) and some—such as contract negotiation—that are simply imprudent to take on without at least some form of legal counsel (with to-the-point explanations as to why this is the case). This book also includes bigger picture concerns of market positioning, leadership, and studio culture, as well as dozens of vignettes and examples from Sherwin and others. It's an easy to understand, engaging read—and one that I imagine I'll keep coming back to as my own practice grows. 1 of 1 people found the following review helpful. Valuable information

By Quentin Smith Over the years I have been a freelancer and a part of ad/design agencies, but I was reading the book because I'm trying to grow in my leadership position at an in-house agency. The majority of the information included in this book will work for freelancers, agency designers, and in-house designers. What makes the information so valuable is that it is information that you don't learn in design schools, it's usually learned on the job. 0 of 0 people found the following review helpful. Solid guide

By Christine Spinella This book covered a good amount of ground. It might not be for every business model, but sets a good example for what a good design studio should strive to be. Worth considering if you're trying to understand how your studio can be more efficient or if you're trying to start your own business.

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

From the Inside Flap "The best design business secrets are out of the bag--and it is about time! David has found a pithy and brilliant way to share the wisdom and knowledge that most of us had to learn the hard way. I wish I had this book when I was learning to run a design business unit at IDEO."--Dr. Kristian Simsarian, Interaction Design program Chair at the California College of the Arts and IDEO Fellow "With your nose up against your monitor, it's easy to lose sight of the big picture. This book reminds you to step back and take inventory of all of the things that impact the success of your projects, products, and teams."--Kendra Shimmell, Director of Cooper Unbr; "The world of design is famous for its mystique, secrecy and "special sauce" but David Sherwin breaks it all down into the three fundamentals of team, client and project management, taking out the complexity of what it's like to run a design practice along the way. He organizes the book with straightforward concepts and follows up with easy-to-understand language. But make no mistake. This is not a primer, but rather an insightful work drawn from a keen understanding that the essential element to being successful in design (and therefore with clients) is the human element."--David Merkoski, Chief Design Officer at Greenstart "David's comprehensive and thoughtful treatment of the business of design is an education by proxy. As any experienced consultant, he maintains a fine balance of caution and enthusiasm yet withholds nothing, offering a depth and care typically only found in the classroom."--Christopher Butler, Vice President of Newfangled and author of *The Strategic Web Designer: How to Confidently Navigate the Web Design Process* From the Back Cover Want to make your design business a success? Start here.