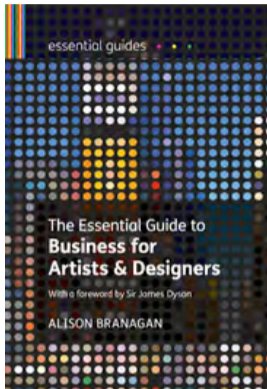


# New Business and Enterprise Books for Artists and Designers

www.alisonbranagan.com



## The Essential Guide to Business for Artists and Designers

The Essential Guide to Business for Artists and Designers is a new comprehensive business start-up and practical enterprise skills guide by Alison Branagan

The book includes seven profiles of established artists and designers, dozens of apt quotations, illustrated mind maps, diagrams, useful exercises and is printed in the latest dyslexic friendly font - FS me.

Illustrations by Tim Bradford with a foreword by Sir James Dyson.

Specific topics that are covered include: making creativity pay; self-employment vs employment; starting up a business; money management; business planning; building networks; self-promotion; funding and sponsorship; intellectual property and legal issues; negotiation tactics and contracts; records, taxes and basic bookkeeping; trading via the internet, innovation and future trends; a detailed business glossary and full list of professional bodies.

Out February 14th 2011: ISBN: 9781408119037 (A & C Black)

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## Making Sense of Business

By Alison Branagan

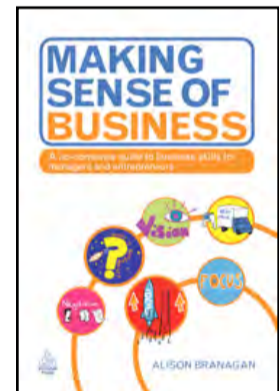
'Making Sense of Business' is a practical enterprise skills book, with useful content for visual artists and creative professionals. Topics Include how to focus, networking, making sales, presentation, negotiation, time management, and creative thinking, amongst many.

As well as apt quotations, the book contained many useful exercises, and mind maps® illustrated by Tim Bradford. With a foreword by Sir James Dyson.

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## A Pocket Business Book for Artists and Designers

By Alison Branagan

With Illustrations by Tim Bradford

A Pocket Business Book for Artists and Designers contains concise answers to 100 questions any arts graduate, or self-employed artist, designer or creative professional would like to know the answers to. Topics include self-promotion and key business, legal and money queries.

Out June 2011: ISBN: 978-1408129920 (A & C Black)

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