

Want to set up your own business?

The thought of starting up a creative business can be a daunting one.

The Essential Guide to Business for Artists & Designers will help any artist or designer who wants to set up in business. Featuring a foreword by Sir James Dyson, the book includes profiles of established artists and designers, dozens of apt quotations, illustrated mind maps, useful exercises, diagrams and resources, and is printed in the latest dyslexic friendly font.

The book also includes a detailed business glossary, a full list of professional bodies and free accountancy software available for download. An ideal guide for a wide range of artists and designers, from printmakers and painters to product designers and photographers.

INCLUDES:

making creativity pay • earning a living • self-employment vs employment • starting up a business • money management • business planning • building networks • presentation • self-promotion • funding & sponsorship • intellectual property & legal issues • negotiation tactics & contracts • records • invoicing • taxes & basic bookkeeping • future trends • innovation • trading via the internet

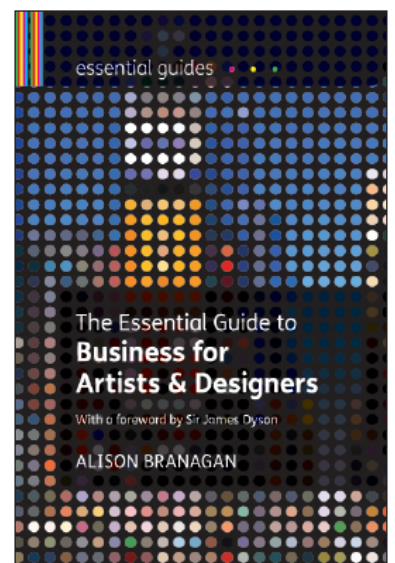
'This book cuts through the clatter and the jargon of business, giving clear, simple advice about how to make a success out of your art practice or creative company.'
Sir James Dyson

**For interview or feature enquiries please contact
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The Essential Guide to Business for Artists & Designers

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Foreword by Sir James Dyson

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