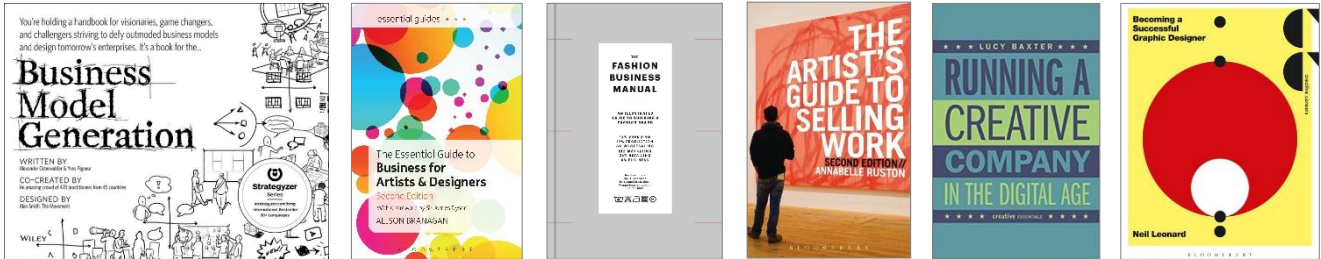


Useful Visual Arts Business Booklist



Please visit Fairchild for the latest creative start-up books for illustrators and designers

Abbing, Hans, *Why are Artists Poor? The Exceptional Economy of the Arts* (Amsterdam University Press: Amsterdam, 2002)

Airey, David, *Work for Money Design for Love*, (Peachpit: San Francisco, 2013) (UK writer)

Arden, Paul, *It's Not How Good You Are, It's How Good You Want to Be*, (Phaidon Press: London, 2003). Plus...*Whatever You Think, Think the Opposite*, (Penguin Books: London, 2006)

Contemporary books inspired by Arden include 'Shine: How to Survive and Thrive at Work' and 'Free: Love Your Work Love Your Life' by Chris Barez-Brown published by (Penguin: London, 2011 & 2014)

Plus a number of books published by 99u.com including 'Managing Your Work Day to Day' 'Maximise Your Potential' and full title 'Make Your Mark: The Creatives Guide to Building a Business With Impact' (Amazon Publishing: Seattle, 2014)

Akker, Patricia van den, *Dream-Can-Do Planner*, available from <https://www.dream-plan-do.com/> (Design Trust: London, 2019, annually)

Baxter, Lucy, *Running a Creative Company in the Digital Age*, (Kamera Books: Harpenden, 2017)

Boothroyd, Angie, *Setting up a Successful Jewellery Business, Second Edition* (London: Bloomsbury, 2017)

Branagan, Alison, *Making Sense of Business: A no-nonsense guide to business skills for managers and entrepreneurs* (1st edn) (Kogan Page: London, 2009)

Branagan, Alison, *The Essential Guide to Business for Artists and Designers – Second Edition* (Bloomsbury: London 2017) (also available on Kindle)

Branagan, Alison, *A Pocket Business Guide for Artists and Designers* (A&C Black, London 2011) (Now available as a fully interactive eBook on Kindle, Kobo and Google Books)

Brazell, Derek and Davies, Jo, *Becoming a Successful Illustrator, Second Edition* (Fairchild: London, 2017)

Chappell, David & Dunn, Michael H., *The Architect in Practice* (11th Edition) (Blackwell Publishing: Oxford, 2016)

Davies, Rosalind & Annabel Tilley, *What they didn't teach you in art school*, (Ilex: London, 2016)

Fashionary, *The Fashion Business Manual: An Illustrated Guide to Building a Fashion Brand* (Fashionary International: Hongkong, 2018)

Frost, Vince, *Design Your Life* (Penguin: Melbourne, 2014) available from <http://designyourlife.com.au/>

Hetreed, Jonathan, Ross, Ann, & Baden-Powell, Charlotte, *The Architect's Pocket Book*, (5th Edition) (Routledge: Oxon, 2017)

Hedges, Roy & Walker Accountants, *Bookkeeping Made Easy* (6th Edition) (Lawpack Publishing: London, 2014, also on Kindle)

Harris, Joanne (ed.), *Writers' & Artists' Yearbook 2019* (111th Edition) (Bloomsbury Year Books: London, 2018)

Leonard, Neil, *Becoming a Successful Graphic Designer*, (Fairchild: London, 2016)

Lewy OBE, Alison, *Turn Your Talent Into A Business, Design Create Sell, A guide to starting and running a successful fashion business*, (Brightword Publishing: Hampshire, 2012)

Meadows, Toby, *How to Set Up and Run a Fashion Label, Second Edition*, (Laurence King Publishing: London, 2012)

Osterwalder, Alexander & Pigneur, Yves *Business Model Generation* and also *Value Proposition Design: How to Create Products and Services Customers Want* (Wiley: New Jersey, 2010 & 2014)

Peepshow, *Peepshow Collective* (Index Books: London, 2012)

Perry, Grayson, *Playing to The Gallery, Helping Contemporary Art in its Struggle to be Understood* (Penguin: London 2014)

Preddy, Shan, *How to Run a Successful Design Business*, (Gower: London 2011)

Pritchard, Lisa, *Setting up a Successful Photography Business, Second Edition* (Bloomsbury: London 2015)

Ruston, Annabelle, *Starting Up A Gallery and Frame Shop* (Fine Art Trade Guild and A&C Black: London, 2007)

Ruston, Annabelle, *The Artist's Guide to Selling Work* (Second Edition) (London: Fine Art Trade Guild and Bloomsbury, 2013)

Shaughnessy, Adrian, *Graphic Design: A user's manual* (London: Laurence King, 2009)

Stern, Simon, *The Illustrator's Guide to Law and Business Practice* (1st edn) (London: Association of Illustrators, 2008)

O'Neil, Terry (foreword) Janet, *Beyond the Lens* (4th Edition) (Association of Photographers: London, 2014)

Wiseman, Richard, *59 Seconds – Think a little Change a lot* (Pan: London, 2009)

Please note I might be able to recommend other publications more tailored to your needs, if you should attend one of my short courses at Central Saint Martins or other workshop/talk or book a one-to-one session, either in person or via Skype. To book an advice session please email alison@alisonbranagan.com