

Useful Visual Arts Business Booklist



Please visit [Bloomsbury Creative Careers](https://www.bloomsbury.com/creative-careers) for the latest creative start-up books for illustrators and designers

Akker, Patricia van den, *Dream-Can-Do Planner*, available from <https://www.dream-plan-do.com/> (Design Trust: London, 2027, 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, 2021)

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 2019) (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 (Bloomsbury: 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*, new Edition, (Ilex: London, 2019)

Gallery, Delphian, et al. *The Artist's Roadmap – Practical Strategies for a Career in Art*, (Thames & Hudson, London 2026)

Grade, Alison, *The Freelance Bible: Everything You Need to Go Solo in Any Industry*, (Portfolio Penguin: London, 2020)

Foxell, Simon, *Starting a Practice: A Plan of Work*, (3rd Edition) (RIBA Publishing: London, 2021)

Hetreed, Jonathan, Ross, Ann, & Baden-Powell, Charlotte, *The Architect's Pocket Book*, (6th Edition) (Routledge: Oxon, 2023)

Owen, Alison, *Writers' & Artists' Yearbook 2027* (120th Edition) (Bloomsbury: London, 2027)

Kelsall, Harriet, *The Creative's Guide To Starting A Business*, (Robinson: London, 2018)

Leonard, Neil, *Becoming a Successful Graphic Designer*, (Bloomsbury: 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)

Mahfouz, Sabrina, *Smashing It: Working Class Artists on Life, Art and Making It Happen*, (The Westbourne Press: London, 2019)

Meadows, Toby, *How to Set Up and Run a Fashion Label, Third Edition*, (Laurence King Publishing: London, 2019)

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

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) For more recent publications visit [Strategyzer](#)

Parry, Heather, *The Illustrated Freelancer's Guide*, (5th Edition) (Creative Scotland: Edinburgh, 2026/27) Available for free as a PDF via [Creative Scotland](#) (Note: Scottish Law & Tax Info)

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*, (Routledge: London 2011)

Pritchard, Lisa, *Setting up a Successful Photography Business*, (Second Edition) (Bloomsbury: London, 2021)

Rochester, Sophie, *Making a Living: How to Craft Your Business*, (John Murray Press; London, 2021)

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)

I would advise looking at resources provided by Visual Arts Professional Bodies, Unions, & Associations, and national and regional development agencies such as the British Fashion Council, Arts Council, Design Council, Crafts Council, Creative Scotland, etc. Equally, contacting your local council's art or culture department or business and economic development team can be a good idea whatever stage you are at in your Art Practice, Design Business, or Freelance Enterprise. You will find a list of professional bodies at the back of my book, *The Essential Guide to Business for Artists and Designers*, and also listed on Artquest.

[British Library Business Start-up Kit](#)

Various content on [Artquest](#)

Various Guides on [Artists Now](#) (Formally Known as A-N)

Various content on [Creative Boom](#)

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