



## The Graphic Design Business Book

Tad Crawford

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General small-business advice just doesn't work for a graphic design business. What graphic designers need is The Graphic Design Business Book, packed with directly relevant strategies for creating a business plan, managing a studio, presenting portfolios, marketing on the Web, keeping clients happy, and more, including sample contract forms and listings of professional organizations—all contributed by experts in their fields. Every graphic designer needs a copy of The Graphic Design Business Book.

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