The Business of Design

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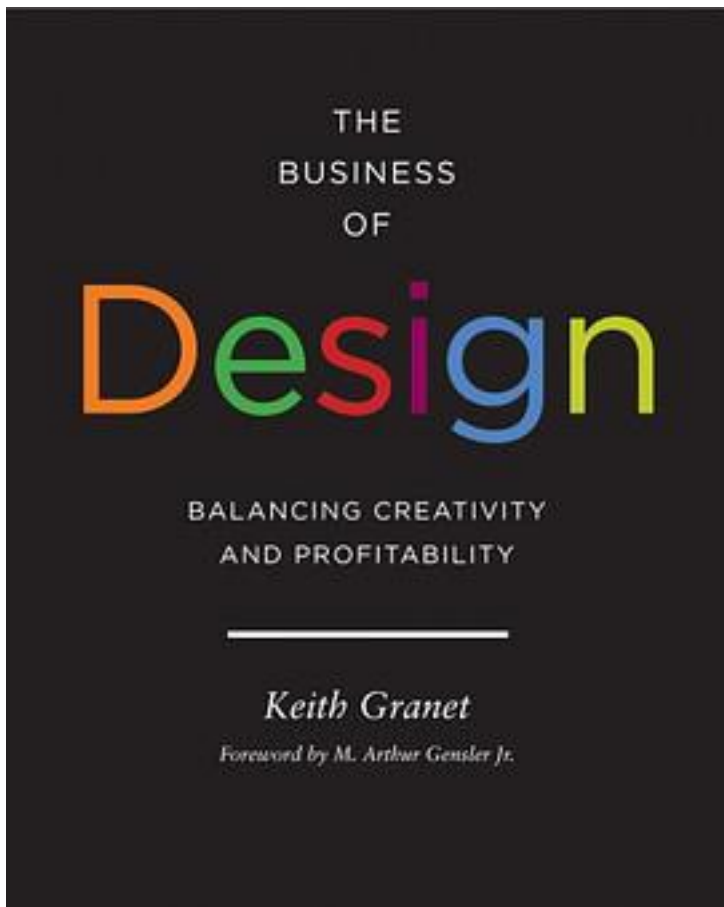BALANCING CREATIVITY AND PROFITABILITY

Keith Granet

Foreword by M. Arthur Gensler Jr.

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In a business climate that views creative work as one of the last sustainable competitive advantages, design students need to understand what awaits them once classes are over. The Business of Design enables designers and other creative professionals to successfully apply their talents in the marketplace by teaching the

basics of marketing, proposals, legal considerations and working with clients. If you're looking for a tool to help your students' bridge the gap between their creative knowledge and the essential business acumen required to be successful, then The Business of Design is a must for your classroom.

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