

Silver Bullets



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A Silver Bullet represents the hope that a 'single shot' idea or solution will completely transform a design practice and business into its most successful incarnation. The truth is that it takes many silver bullets to get the job done, and while the process isn't magical, it can be rewarding and fulfilling. In this inspired and lucid exploration of the strategic intelligence needed for managing a design firm Jack Reigle draws on his extensive strategy experience, offering insight and practical approaches to move your firm to new levels of achievement. This book presents powerful changes you can make to your thinking to build a more vibrant, flexible and successful design business, withstanding any challenge and rising above the competition year after year.

作者介绍:

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