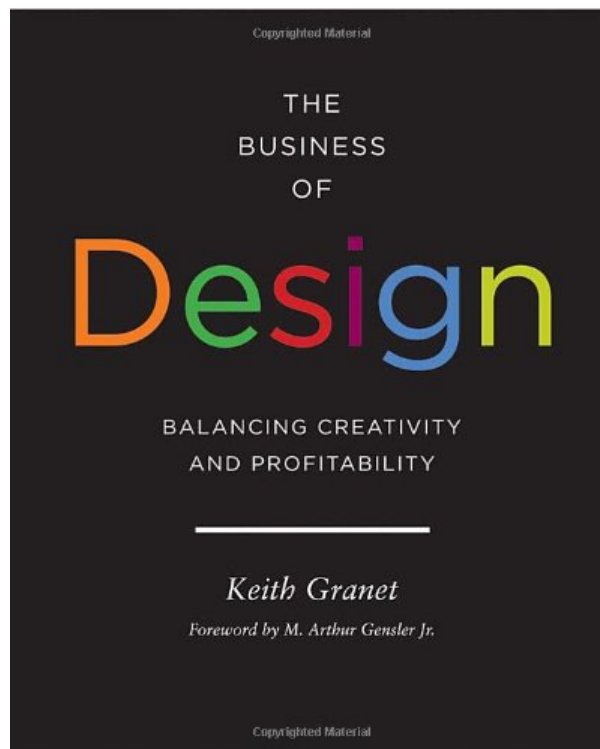
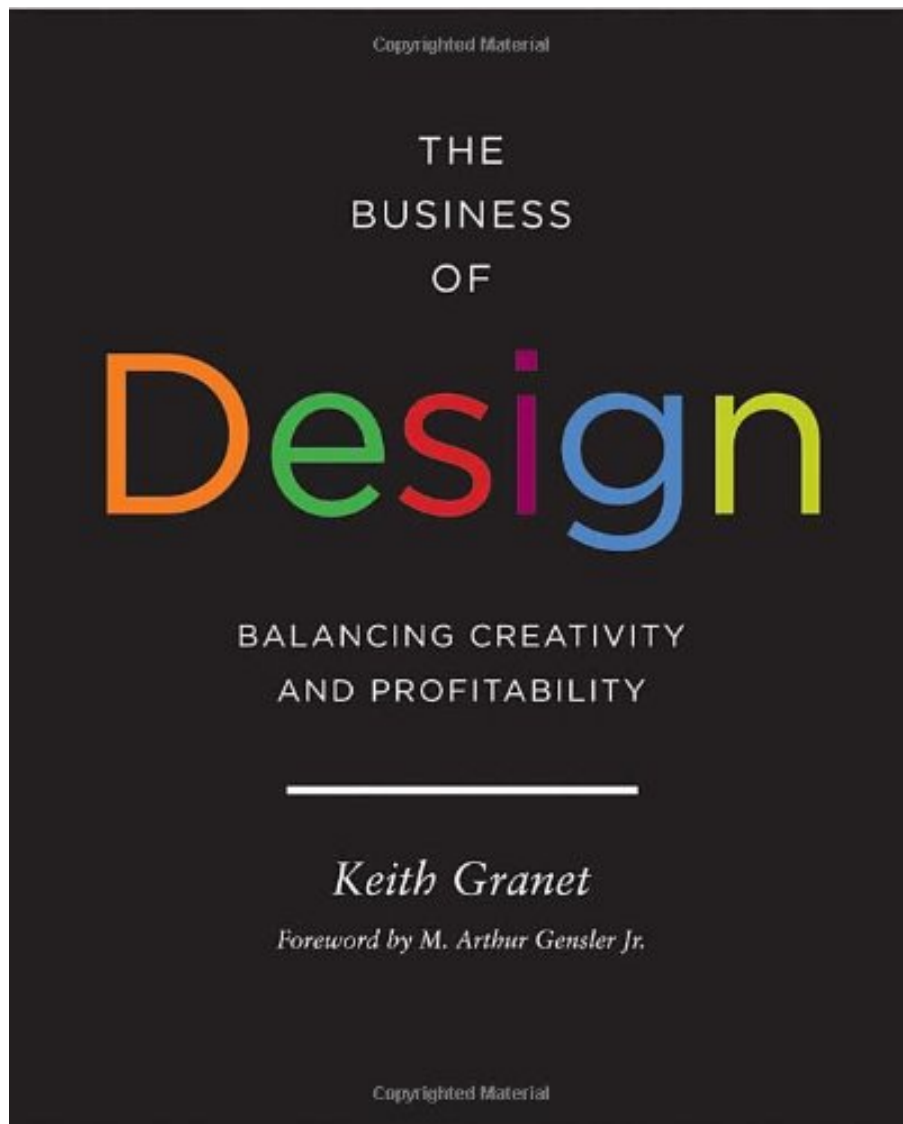


THE BUSINESS OF DESIGN: BALANCING CREATIVITY AND PROFITABILITY BY KEITH GRANET



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Review

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You can now preorder your copy of Keith Granet's latest book, *The Business of Creativity*, coming December 2016

For thirty years, consultant Keith Granet has enjoyed helping design professionals turn their passion into profit. In his new book, *The Business of Design: Balancing Creativity and Profitability*, Granet debunks the myth that business sense and creative talent are mutually exclusive. *The Business of Design: Balancing Creativity and Profitability* provides all of the necessary tools to create and run a thriving design business - from billing and human resources to branding and project management to marketing and licensing- in one easy-to-use guide.

Inspired by Granet's own course on running a successful design practice as well as his experience guiding over four hundred design firms, *The Business of Design* is organized into six clear chapters interwoven with stories, the author's own experiences and life lessons. *The Business of Design* guides the reader through the steps of creating a successful firm, from the initial foundation of a design practice, to financial management, marketing and public relations, human resources, and project management. The last chapter, on product development, explores the growing trend in the design profession to develop products and bring them to the marketplace, allowing designers to share their voice with a larger audience. *The Business of Design* includes a foreword by M. Arthur Gensler and interviews with individual architects and designers who have made their mark on the profession, including Michael Graves, John Merrill, A. Eugene Kohn, Victoria Hagan, and Richard Meier. These esteemed architects and designers share the benefits of their experience as well as their own take on the business of design. A vibrant and enticing look at the business side of design practice, this graphically beautiful book is neither dry nor intimidating.

"Think it's impossible to make a business using your creativity? Think again! Keith Granet shows you how to make your design business a success. This book is a must-read for every designer."-Jonathan Adler

"The *Business of Design* is the essential guide about the design business. It's filled with invaluable information that covers all aspects of this often complicated and challenging business. Keith's straightforward, no-nonsense approach to finding success makes this a must-read for established designers or anyone just starting out. I've made this mandatory reading for everyone at Thom Filicia Incorporated!" - Thom Filicia

"Down to earth , common sense advice drawn from good old fashioned experience, Keith Granet gives the industry what it has been waiting for, THE book on just that. Concise, clearly written, this is NO textbook boilerplate. Trust me, you will underline. . . and feel good about what you do know and aspire to all the rest. READ ON. You will be referring to it often." - Charlotte Moss

"Architecture may be an art, but it's also a service profession. To become a good architect requires a

passionate dedication to the creative design process. To become a successful one means also understanding that it's a business, a unique one perhaps, but still a business. Keith Granet's *The Business of Design* will help get you there faster, creative talent intact." - Marc Appleton

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0 of 0 people found the following review helpful.

Five Stars

By NMoUT

I appreciated the thoughts, suggestions and insight presented by the author. Very helpful.

0 of 0 people found the following review helpful.

Five Stars

By Jacob Smith

An absolute must read for all designers

18 of 19 people found the following review helpful.

A road map to profitability

By Sean Saint-Louis

I was fortunate enough to receive a copy of this book while in Europe last May. My first reaction was to possibly dismiss it as yet another book trying to bridge the gap between design and business.

I was surprised to find myself reading this book through the night. Each page seemed to resonate greater than the last. I finished the book within days of picking it up. "Lots of applicable material" I thought to myself (I have said that on numerous occasions once a book is completed) but then a strange thing happened, I began treating the "Business of Design" as a reference book; it now hardly leaves my side. Daily I find myself utilizing it as a road map to success. My business has grown stronger because of what I have extracted from those pages. I personally want to thank Keith Granet for putting on paper the words that I needed to read in order to elevate my practice. My only question is, when is your next book coming out?

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