



Marketing Basics for Designers: A Sourcebook of Strategies and Ideas (Hardback)

By Jane D. Martin, Nancy Knoohuizen

John Wiley and Sons Ltd, United States, 1995. Hardback. Condition: New. Language: English . Brand New Book. Business essentials and marketing strategies to help your firm survive and thrive .As a design professional running your own small firm, you expect to wear many hats--designer, office manager, project manager--all in a day s work. But strategic marketer? No one prepared you for that! Marketing Basics for Designers is a long overdue resource for designers who need to become expert marketers fast. It provides solid practical advice on how to market your services, build your client base, and keep your customers coming back for more. You ll learn how to establish your design niche and develop your own marketing plan to reach potential clients. You ll find techniques for networking and using your contacts with other professionals. And you ll find inside tips from 30 leading designers who have had to develop their own marketing methods to survive. Positively packed with all the details you need, Marketing Basics for Designers helps you ensure your firm s future success and shows you how to: Increase your firm s visibility within your community Use past successes to generate future business Perform beyond your clients...

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