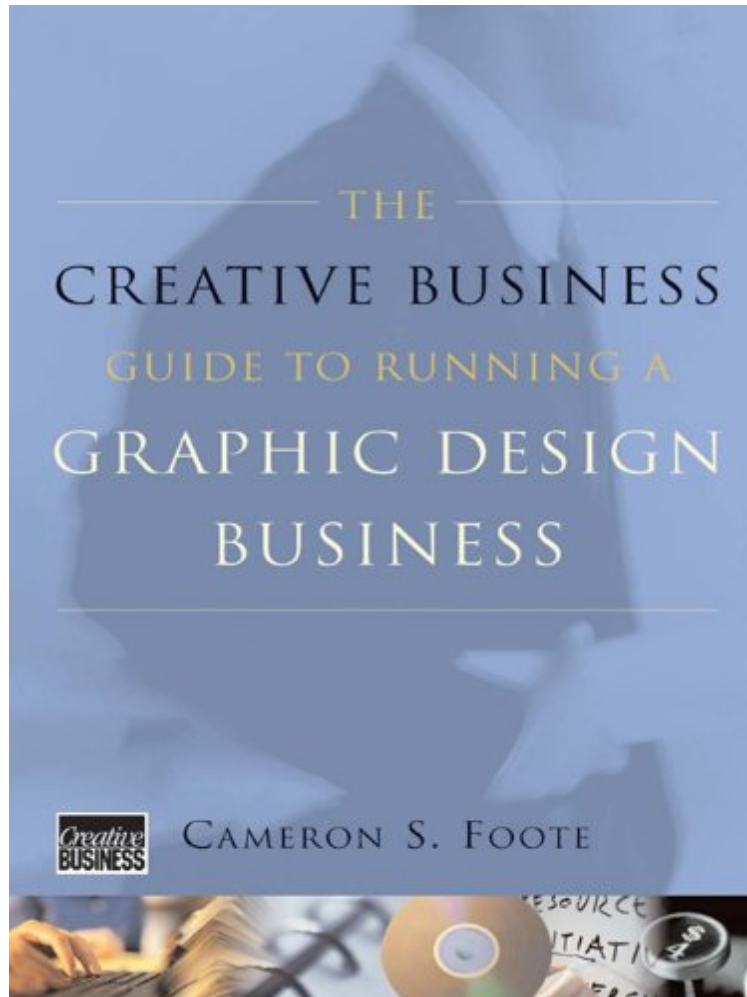


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# The Creative Business Guide to Running a Graphic Design Business (Revised)

*Cameron S. Foote*

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The go-to guide for graphic designers who want to run their own shop and improve their bottom line.First published in

2001, *The Creative Business Guide to Running a Graphic Design Business* set long-needed standards as the first comprehensive management manual for the graphic design industry. Now brought up-to-date, it describes current, best-practice procedures for firms of all sizes operating in an industry that is both fast-evolving and increasingly competitive.

**About the Author** Cameron S. Foote is the president of Creative Business, a Boston-based business-information resource for the design community. He is the author of *The Business Side of Creativity*, *The Creative Business Guide to Running a Graphic Design Business* and *The Creative Business Guide to Marketing*.