TALENT IS NOT ENOUGH: BUSINESS SECRETS FOR DESIGNERS

Revised and expanded second edition

SHEL PERKINS

	Preface to second edition	10
	Introduction	12
<b>a</b>		
Career options	01. Making a living as a creative professional	
	02. Job hunting	
	03. Independent contractor issues	
	04. Sample independent contractor agreement	
	05. Income taxes for freelancers	
	06. Calculating a freelance rate	82
Small business	07. Becoming a business	88
	08. Pricing models	102
	09. Setting rates for a firm	110
	10. Marketing	120
	11. Proposals	134
	12. Project management basics	140
	13. Bookkeeping basics	154
	14. Cash flow	170
	15. Insurance basics	178
	16. Facilities planning	200
Legal issues	17. Intellectual property	208
	18. Defamation, privacy, and publicity	228
	19. Understanding terms and conditions	238
	20. AIGA standard form of agreement	264
	21. Ethics and social responsibility	
Large firms	22. Successful design teams	298
	23. Using student interns	
	24. Working with a sales rep	
	25. Large projects	
	26. Financial management	
	27. Forecasting	
	28. Business planning	
	29. Exit strategies	
	30. Special challenges for in-house departments	
	Index	440
	Acknowledgments	
	About the author	
	FIVONS LIFE MUNICIPALITY CONTROL OF THE PROPERTY OF THE PROPER	········ 734