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How to Run a Successful Design Business

The New Professional Practice

Shan Preddy

With contributions from other design experts

'There are two things special about this book. First, it is comprehensive. Lots of other books cover bits; this covers the whole waterfront. And secondly, it is beautifully written: simple, engaging, no mumbo-jumbo. For anyone running a design company it is a 'must read' book. Well done, Shan Preddy.'

– Anthony Simonds-Gooding CBE, Chairman,
DBA (Design Business Association)

'As always, Shan gets right to the heart of the matter; with exactly the kind of insightful business advice that designers need to know and, more importantly, put into practice.'

– Jim Orkney, Kinneir Dufort

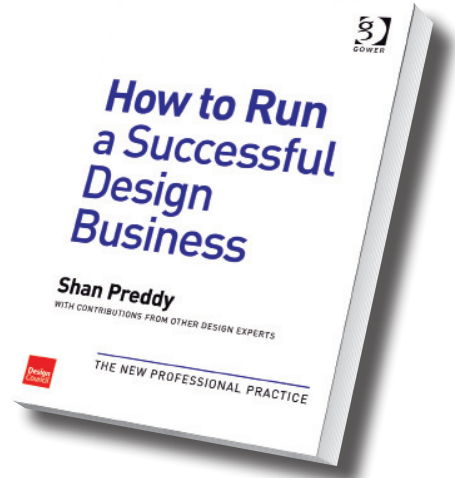
'A must for anyone who wants to follow their passion in design whilst putting food on the table. Shan has managed to collect the hard-learned experiences of some of the best in the business. I wish I'd had this years ago when I started out: it would have saved a lot of grief.'

– John Corcoran, Wire Design

The design sector has expanded rapidly in recent years, and now covers branding and communications, product, interiors and digital as well as a wide range of specialist disciplines. Yet design businesses often lack long-term vision, strategies and plans, and research from the UK Design Council shows that far too many suffer from poor profitability.

Shan Preddy believes that the more a design firm knows about business, the more successful it will be. That's why she's gathered together over 80 experts – advisers, practitioners, clients and representatives from design organisations – and asked them to provide you with insights and guidelines, and to share some thought-provoking opinions.

Illustrated throughout with cartoons from Louis Hellman, this book has been written by leading design-sector experts. It covers everything you need to know about running a successful design firm or in-house design unit.



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£35.00

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Shan Preddy is a Partner at Preddy&Co which specialises in business development consultancy for design firms and training for their staff. Her professional affiliations include the Chartered Institute of Marketing and the Marketing Society, where she is a Business Leader. She is a member of the Institute of Directors, an Elected Associate of D&AD, a Fellow of the RSA and an accredited consultant on the DBA Experts Register. In addition, she is a regular speaker at, and chair of, design conferences and a skilled awayday facilitator. Throughout Europe, many leading design firms have benefited from Shan's expert business advice, and thousands of design professionals have read her books and participated in her popular masterclasses.

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How to Market Design Consultancy Services

Finding, Winning, Keeping and Developing Clients

Second Edition

Shan Preddy



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2004

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In an increasingly competitive marketplace where supply far outstrips demand, no design business will survive for long – let alone grow and develop – without a fully effective marketing programme.

It is no longer enough to rely on providing a good product or service and simply hope for the best. Potential clients need to know exactly what you can do for them and what differentiates you from your competitors. Existing clients need to know exactly why they should develop and continue their business with you.

'In such a tough, competitive environment the ability to find, win and keep clients becomes essential to survival. The practical and clear-sighted advice featured in Shan Preddy's book provides a straightforward guide on how best to market design services. This advice is further illuminated by first-hand insights from leading practitioners, academics, consultants and, perhaps most valuably, clients.'

– David Kester, Chief Executive, Design Council

'A must-have for design consultancies. The content is highly insightful, refreshing and relevant. I bought this book in 1999, and still refer to it today. Great stuff.'

– Christian Buttress, Cubic

'They say you can't teach an old dog new tricks etc. Well you can. I must say that this book is brilliant. Very few companies have a decent marketing plan – they may do all the things the book suggests, but never in a well planned and coherent way. I wrote a new plan a month ago. Now, thanks to Shan, I've got to rewrite it.'

– Richard Williams, Williams Murray Hamm

Quite simply, you need to convince design buyers that you are unequivocally the right consultancy for them, time and time again.

Whether yours is a small or large design company, and regardless of which of the many disciplines you specialise in, Shan Preddy's popular book will help you improve your marketing skills.

Packed full of accessible, practical advice and information, this book is essential for all design consultancies.

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