

SPECIAL OFFER £22.75 (35% reduction on the usual price of £35.00) with this flyer, or order online quoting G11FAV35. Offer ends 31st July 2012.



How to Run a Successful Design Business

The New Professional Practice

Shan Preddy

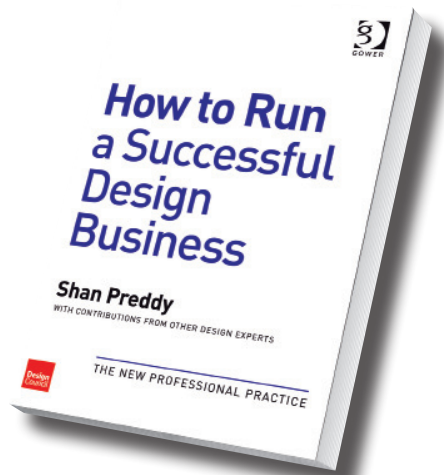
With contributions from other design experts

'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)

'This book is good news. Whether you're starting out or an experienced veteran, the wisdom in these pages will help to make being in business a positive experience.'

– David Kester, Chief Executive, Design Council



Paperback
March 2011

456 pages
£35.00

978-0-566-09189-6
Offer price £22.75

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.

Shan Preddy is a Partner at Preddy&Co, specialists in business development consultancy and training for design firms and in-house units. She sits on the Advisory Board of the UK Design Alliance, which promotes professional skills under its Good Design Practice banner, and she is an accredited consultant on the DBA Experts Register. Shan writes opinion-pieces for Design Week and other publications, and is a skilled workshop facilitator as well as a frequent speaker at conferences around the world

Also available in ebook format from a selection of providers at www.gowerpublishing.com/ebooks. ebooks are excluded from the 35% discount.

For more information or to buy this book at the special offer price, go to:
www.gowerpublishing.com/isbn/9780566091896

www.gowerpublishing.com

SPECIAL OFFER £22.75 (35% reduction on the usual price of £35.00) with this flyer, or order online quoting G11FAV35. Offer ends 31st July 2012.



How to Market Design Consultancy Services

Finding, Winning, Keeping and Developing Clients

Second Edition

Shan Preddy

The fast-paced nature of the design business means that you probably spend most of your time, energy and resources looking after your clients' needs, not your own.

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.

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.



Paperback
2004

238 pages
£32.50

978-0-566-08594-9
Offer price £21.13

For more information or to buy this book at the special offer price, go to:
www.gowerpublishing.com/isbn/9780566085949

Two Volume Set – save £17.50

Buy *How to Run a Successful Design Business* and *How to Market Design Consultancy Services* as a Two Volume Set for just £32.50 (usually £50.00).

Paperback 694 pages 978-1-4094-2148-1 March 2011 ~~£50.00~~ **Offer price £32.50**

www.gowerpublishing.com