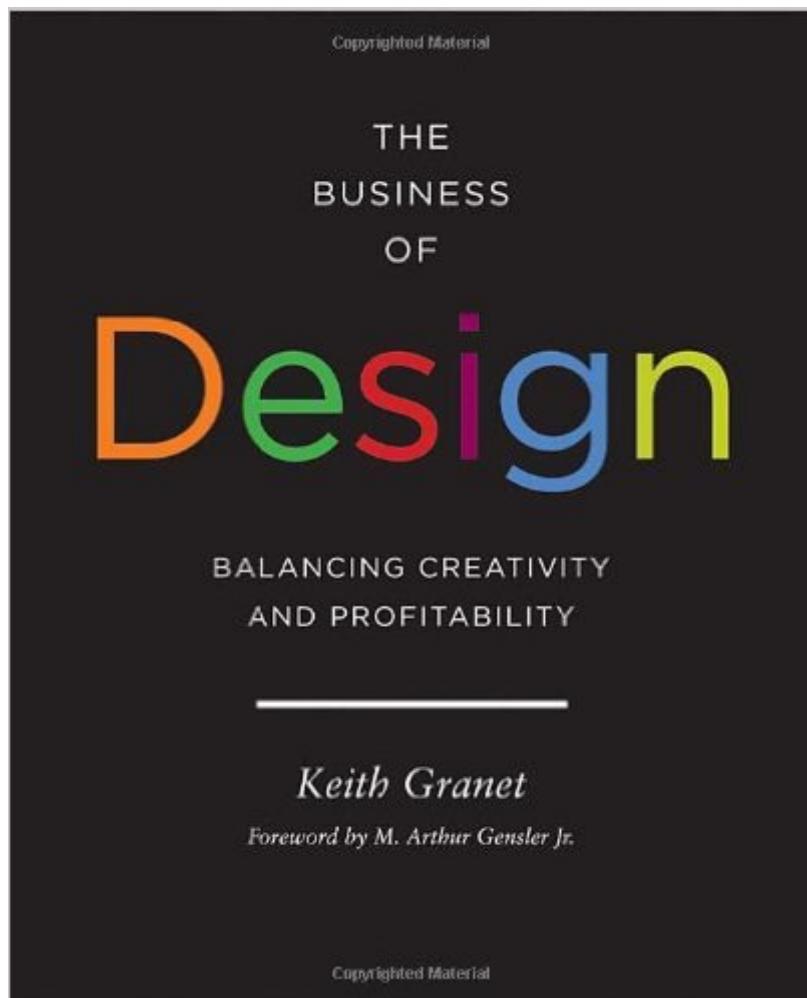


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# The Business Of Design: Balancing Creativity And Profitability



## Synopsis

You can now preorder your copy of Keith Granet's latest book, The Business of Creativity, coming December 2016. For thirty years, consultant Keith Granet has enjoyed helping design professionals turn their passion into profit. In his new book, *The Business of Design: Balancing Creativity and Profitability*, Granet debunks the myth that business sense and creative talent are mutually exclusive. *The Business of Design: Balancing Creativity and Profitability* provides all of the necessary tools to create and run a thriving design business - from billing and human resources to branding and project management to marketing and licensing- in one easy-to-use guide. Inspired by Granet's own course on running a successful design practice as well as his experience guiding over four hundred design firms, *The Business of Design* is organized into six clear chapters interwoven with stories, the author's own experiences and life lessons. *The Business of Design* guides the reader through the steps of creating a successful firm, from the initial foundation of a design practice, to financial management, marketing and public relations, human resources, and project management. The last chapter, on product development, explores the growing trend in the design profession to develop products and bring them to the marketplace, allowing designers to share their voice with a larger audience. *The Business of Design* includes a foreword by M. Arthur Gensler and interviews with individual architects and designers who have made their mark on the profession, including Michael Graves, John Merrill, A. Eugene Kohn, Victoria Hagan, and Richard Meier. These esteemed architects and designers share the benefits of their experience as well as their own take on the business of design. A vibrant and enticing look at the business side of design practice, this graphically beautiful book is neither dry nor intimidating. "Think it's impossible to make a business using your creativity? Think again! Keith Granet shows you how to make your design business a success. This book is a must-read for every designer." - Jonathan Adler "The Business of Design is the essential guide about the design business. It's filled with invaluable information that covers all aspects of this often complicated and challenging business. Keith's straightforward, no-nonsense approach to finding success makes this a must-read for established designers or anyone just starting out. I've made this mandatory reading for everyone at Thom Filicia Incorporated!" - Thom Filicia "Down to earth, common sense advice drawn from good old fashioned experience, Keith Granet gives the industry what it has been waiting for, THE book on just that. Concise, clearly written, this is NO textbook boilerplate. Trust me, you will underline. . . and feel good about what you do know and aspire to all the rest. READ ON. You will be referring to it often." - Charlotte Moss "Architecture may be an art, but it's also a service profession. To become a good architect requires a passionate dedication to the creative design process. To become a successful

one means also understanding that it's a business, a unique one perhaps, but still a business. Keith Granet's *The Business of Design* will help get you there faster, creative talent intact." - Marc Appleton

## **Book Information**

Hardcover: 208 pages

Publisher: Princeton Architectural Press; 1st edition (August 24, 2011)

Language: English

ISBN-10: 1616890185

ISBN-13: 978-1616890186

Product Dimensions: 8.2 x 1 x 10 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 starsÂ  See all reviewsÂ  (27 customer reviews)

Best Sellers Rank: #102,331 in Books (See Top 100 in Books) #18 inÂ  Books > Arts & Photography > Architecture > Project Planning & Management #127 inÂ  Books > Engineering & Transportation > Engineering > Reference > Architecture #129 inÂ  Books > Arts & Photography > Architecture > Drafting & Presentation

## **Customer Reviews**

I've been a senior project manager for large architectural firms like Gensler, have also run my own successful practice, and have long awaited a book like this. This book is everything I hoped it would be and more. It gives detailed instruction on how to run an architectural design firm profitably and professionally. Much of the proprietary training I learned at Gensler is shared in this book, and many small firm owners would learn a great deal from it. It promotes strong business planning, organizational structure, staff development, and open communication. I am hopeful that this book will revive our noble profession which has become more and more commoditized by clients due to the fact that too many architects do not run their practices like professional businesses. I highly recommend this book for not only firm owners, but for employees who want to get ahead at their firms.

I was fortunate enough to receive a copy of this book while in Europe last May. My first reaction was to possibly dismiss it as yet another book trying to bridge the gap between design and business. I was surprised to find myself reading this book through the night. Each page seemed to resonate greater than the last. I finished the book within days of picking it up. "Lots of applicable material" I

thought to myself (I have said that on numerous occasions once a book is completed) but then a strange thing happened, I began treating the "Business of Design" as a reference book; it now hardly leaves my side. Daily I find myself utilizing it as a road map to success. My business has grown stronger because of what I have extracted from those pages. I personally want to thank Keith Granet for putting on paper the words that I needed to read in order to elevate my practice. My only question is, when is your next book coming out?

it's geared more for a full studio rather than an individual, but the pricing information and approach to projects was very helpful and the product design section was enlightening.

If you have your own firm and you don't have this book you should worry. It should be compulsory for anyone who wants to run their business in a professional manner to buy this book. I have my own design firm in Chile and the entire book is applicable to our office. Highly recommended!

I love this book. Easy to follow, well laid out, practical information. It's also designed with designers in mind, so aesthetically it looks and feels nice which, for me, makes it easier to take in the business-info. Love it, would buy it again, it is required reading for my assistants and interns.

As an architect outside of the US, this book gives me a clear picture of how an architectural practice is in the US. I like how ideas and basic managerial aspects of an architectural firm is shown here. Also, this book is clearly aimed to us in this industry - the packaging and page layouts of this book are very well designed. Lastly, I think the interviews with some of the popular architects add great insight. I do expect more information but at the price of this book, it'll suffice! I guess I just wanted to learn more.

I am a designer, reading a lot is not for me! but this book is just amazing! directed to a designers mind. the layout, the text, the FIGURES! everything is beautiful in this book and esp the information! simple and clear steps to follow, totally recommend it for designers thinking of starting their own business!

Without a doubt, this book is a very complete resource and it couldn't be more appropriate if you're in the process to start your own business. It contains the perfect amount of detail and in a very structured way.

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