



# The Savvy Designer's Guide to Success: Ideas and Tactics for a Killer Career

*Jeff Fisher*

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## **The Savvy Designer's Guide to Success: Ideas and Tactics for a Killer Career** Jeff Fisher

From marketing and promotion to client communication, this essential guide covers everything graphic designers need to know to achieve ultimate success. The author finds answers all the tough questions with: Practical advice for establishing - and maintaining - a high profile within the design community; Personality-driven text that makes readers feel like they're getting advice from a trusted friend or peer; Timeless information that designers of all levels can use to navigate the inevitable tough spots in the industry; Straightforward strategies for tackling such tricky business issues as contracts, pricing, lawyers and accountants; In addition, there are invaluable sections on recovering from big career mistakes and giving back to the community. This is the book graphic designers have been asking for: a business guide that isn't too stuffy for creatives.

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