



The Graphic Designer's Guide to Clients (Paperback)

By Ellen M. Shapiro

Skyhorse Publishing, United States, 2014. Paperback. Book Condition: New. 2nd Revised edition. 226 x 152 mm. Language: English . Brand New Book. Here is the perfect volume for graphic designers who want real-life advice for long-term success. Renowned designer Ellen Shapiro reveals time-tested tricks of the trade--for making sure the clients you want to work with know about you, become your clients, and work with you productively. Then, in a series of one-on-one interviews, leading designers such as Milton Glaser, April Greiman, Mke Weymouth, Drew Hodges, Marc Gobe, and partners in Pentagram reveal their personal experiences and insights on how to uphold creative standards while fulfilling clients needs. Their advice will help you: * Identify what is distinct about your services * Market yourself effectively * Meet and court clients * Learn the lingo of corporate strategy * Make effective presentations * Believe in the work you do and sell the work you believe in * Obtain referrals from existing clients * Keep clients coming back for more CEOs and design managers from nineteen marketing and design-savvy clients--such as Klein Bikes, The Knoll Group, Barnes Noble, and Harvard University--offer their own candid perspectives on the challenges solutions, and triumphs of...



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