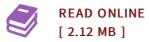




Starting Your Career as an Interior Designer (Paperback)

By Robert Hale, Thomas Williams

Allworth Press, U.S., United States, 2009. Paperback. Book Condition: New. New.. 226 x 150 mm. Language: English. Brand New Book. Starting Your Career as an Interior Designer contains all the necessary tools and strategies to successfully launch and grow a professional design business in the competitive world of interior design. Drawing on the authors extensive experience, this book includes case studies, and personal anecdotes that help teach you how to: - choose a design field - obtain and keep clients - garner referrals - market and position your business bid competitively on projects - manage sales - organize a budget - manage start-up costs and cash flow - promote your business branch out into product and architectural design - design within a retail environment - set pricing guidelines - sell to your target demographic - set up your office. Readers will find a history of the business side of interior design as well as various career tracks available to today s budding entrepreneur. Any early career interior designer or student looking for practical advice on the ins and outs of running a design firm will need this onestop guide.



Reviews

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