



The Essential Guide to Business for Artists and Designers (Essential Guides)

Alison Branagan

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The Essential Guide to Business for Artists and Designers is a comprehensive business start up book and a practical enterprise skills guide that should appeal to a wide range of artists. This excellent guide is designed to help artists acquire vital knowledge and skills to develop a vision and strategy for the future and make that vision into a successful business. Specific topics that are covered include: self-employment v. employment; starting up a business; funding and sponsorship; building networks; self-promotion; legal issues and creative crime; negotiation tactics and contracts; records, taxes and basic bookkeeping; trading via the Internet, innovation and future trends. All in all, this is a thorough guide for all visual artists who want to start up a business.

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