

The Creative Business Guide to Marketing: Selling and Branding Design, Advertising, Interactive, and Editorial Services

By Cameron S. Foote

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The go-to guide on how to market a creative organization, why it is important, and what techniques work.

Marketing influences the success of creative services businesses more than any other issue: bad luck, insufficient funding, difficult clients, and weak employees all pale by comparison. Old standbys?word of mouth, referrals, and occasional promotions?are inadequate in today's competitive environment. Whether focused on design, advertising, interactive, editorial, or public relations, all creatives need this know-how book for marketing their business.

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Editorial Review

About the Author
Cameron S. Foote is the president of Creative Business, a Boston-based business-information resource for the design community. He is the author of The Business Side of Creativity, The Creative Business Guide to Running a Graphic Design Business and The Creative Business Guide to Marketing.

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