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In business the goal of the CEO is to keep their head UP so that they can lead with vision. It's a skill that comes with mentorship, and sometimes trial & er...

of inadequate business practices. Sometimes it’s hard for design entrepreneurs to know where to turn for reliable advice. Professional practice insights are not often shared directly between competitive firms, and small companies often can’t afford the services of outside business advisors.

Because of this, creative firms tend to re-invent the wheel

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the fundamental business knowledge that would enable them to start or optimally run a firm.

Whether you’re a student, design contractor, or design firm owner, Shel Perkins’ book, Talent Is Not Enough: Business Secrets For Designers, is a comprehensive source of information on the professional practice of design.” Gerard Furbershaw

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