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Starting Your Career as an Interior Designer

Robert K. Hale, Thomas L. Williams

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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 one-stop guide.

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