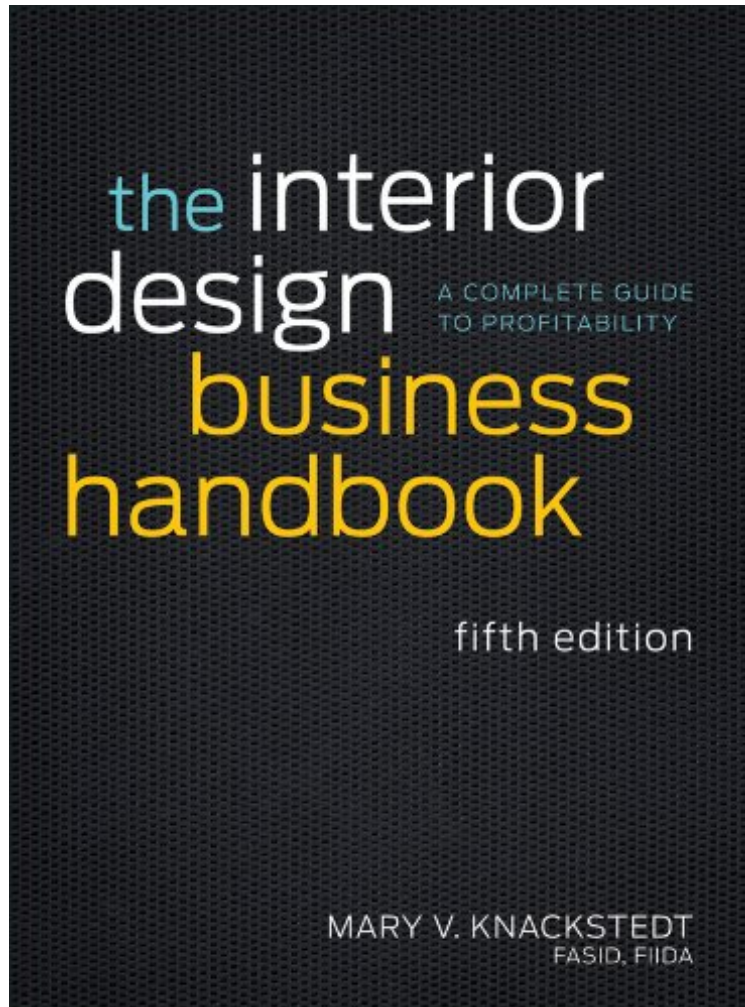


(Download) The Interior Design Business Handbook: A Complete Guide to Profitability

The Interior Design Business Handbook: A Complete Guide to Profitability

Mary V. Knackstedt

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Thousands of interior design professionals have come to rely on The Interior Design Business Handbook for comprehensive, accessible coverage of the essential procedures, tools, and techniques necessary to manage a

successful interior design business. The Fifth Edition of this essential resource has been revised to address the latest trends and changes in the field, with new and updated material on business size and structure, building a brand, client development, social networking and Internet marketing, finances, purchasing, technology and software programs, and other key areas. Complete with more than 75 sample forms and letters, this Fifth Edition is a one-stop resource for all aspects of establishing and running an interior design business—from choosing a location and managing day-to-day operations to growing a business and putting it up for sale. All of the techniques and procedures in the book are rooted in real-world experience and are used daily in successful design firms throughout the United States. Filled with valuable information for solo practices and small firms as well as larger businesses, this book is an indispensable resource for seasoned professionals as well as interior designers who are at the start of their career.

"Newly updated and revised, this essential guide to the interior design business helps designers streamline their work, learn business basics and achieve profitability. This revised edition also describes how the changing economy affects design practices and explores a range of current topics, including social networking, building a brand and implementing technology." (ASID Icon, Fall 2012)

It is imperative that interior design firms maintain a solid business structure to permit them to work in a profitable way. Although the creative part of your business and administration often seem to require different talents, this book can help you realize how one can complement the other. All successful businesses must constantly redesign themselves to fit the market of the day. For over a decade, *The Interior Design Business Handbook* has helped firm owners manage their operations successfully. Now in its Third Edition, this book's accessible, practical guidance has been brought up to date to address the latest trends and challenges in the field. This Third Edition outlines every component of managing a firm, from choosing a location and administering daily operations to putting it up for sale. Included are innovative ideas for attracting and keeping clients, building a team of staff and consultants, mastering financial management, working with outside sources and contractors, and, most importantly, achieving professional growth. Techniques and practices used by leading firms have been meticulously researched and detailed here, such as tips for equipping your office to be Internet-friendly and strategies for establishing service value in today's economy. Supplemented with more than 50 sample forms and letters—including a prospective client report form, a design service outline, an existing conditions survey, and many more—this book is an essential reference for seasoned interior designers and those starting their own firms.

A full range of business techniques and strategies for running an interior design practice

The Interior Design Business Handbook presents cutting-edge procedures, tools, and techniques for managing a successful interior design business. Filled with essential information presented in an easy-to-use format, this comprehensive reference is an invaluable component of any design firm's daily operations. Extensive revisions in this Third Edition provide the most up-to-date information and administrative strategies for thriving in today's market. Featured topics include: Technology and its use in the creative practice The pros and cons of working alone Creating partnerships with other professionals Presenting the value of design Considering the many avenues of income available to design professionals Every technique presented here for handling the challenges of your business has been incorporated by design firms across the country and proven effective. *The Interior Design Business Handbook*, Third Edition is an essential tool for existing firms looking to streamline their operations as well as new firms working to ensure a successful long-term future.