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Creative Inc.

By Cho Ilasco

CHRONICLE BOOKS, United States, 2010. Paperback. Book Condition: New. 201 x 137 mm. Language: English . Brand New Book. SALES HANDLE: Taking the Leap (44,157 gross) meets Craft, Inc. (27,380 gross) in this guide to turning a creative talent into a profitable business. Creative, Inc. has even broader appeal than Craft, Inc. with terrific info for all sorts of creative types, not just crafters. DISTINCTIVE: The unique marriage of business plus creative gives this guide a spin that readers won't find in other business books. Illustrated by Nantaka Joy of Oh Joy! and written by Meg Mateo Ilasco, successful freelance designer and author, this book not only talks the talk, it walks the walk! EXISTING TREND: The US Small Business Administration estimates that 50 percent of small businesses fail within their first five years. Lack of planning can derail success. Creative, Inc. helps freelancers avoid this pitfall. In these tough economic times, more and more people are choosing - or being forced - to turn their creative passions into businesses, as discussed in the May 2009 New York Times article, Tough Times loosen Creativity. Creative, Inc. is the perfect resource for making that transition. CONSUMER: This book is perfect...



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-- **Dr. Easton Collier DVM**

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HarperCollins Publishers Inc, United States, 2014. Paperback. Book Condition: New. Reprint. 201 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.A highly personal and moving true story of friend-ship and remembrance from the New York Times bestselling...



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