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“Shel Perkins’ book Talent Is Not Enough is a gift to the design community. It is an extraordinary resource jam-packed with wisdom, advice, and sage counsel. It is truly a business bible for professional designers.” Debbie Millman . President, Design Group, Sterling Brands; host of Design Matters on VoiceAmerica Internet Talk Radio; Talent Is Not Enough: Business Secrets for Designers. Presents what designers need - besides talent - to turn their artistic success into business success. This work helps you learn things such as: How to get on the right career path; How to market your services successfully; How to avoid common legal pitfalls; How to structure projects for success; The secrets of successful teams; and, more. Talent is Not Enough: Business Secrets for Designers (Voices That Matter) - Kindle edition by Shel Perkins. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Talent is Not Enough: Business Secrets for Designers (Voices That Matter). “Shel Perkins’ book Talent Is Not Enough is a gift to the design community. It is an extraordinary resource jam-packed with wisdom, advice, and sage counsel. It is truly a business bible for professional designers.” Debbie Millman . President, Design Group, Sterling Brands; host of Design Matters on VoiceAmerica Internet Talk Radio;