

Creative Inc. (Paperback)



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Reviews

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(Terry Bailey)

CREATIVE INC. (PAPERBACK)



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 Iasco, 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 for creative types ages 20 - 45 who are part of the 9.5 of unemployed Americans or are sick of the daily grind and want to start a freelance business using their creative talent. VALUE: Packed with real-life advice from freelance superstars who have excelled in their industries, as well as professional accountants, agents, and more, this book provides all the knowledge you would get from a business seminar or retreat - for just \$16.95. NOTABLE AUTHORS: Meg Mateo Iasco has a dedicated following as does Nantaka Joy. They will get big exposure on the blogosphere. (See author bios). Blurbs...



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