

# TALENT IS NOT ENOUGH: BUSINESS SECRETS FOR DESIGNERS

*Revised  
and expanded  
third  
edition*

# SHEL PERKINS

*"Now that design skills have become a commodity, you need business skills to focus them. Shel Perkins has written a cracker-jack book that will be on the shelf of every ambitious designer."*

**Marty Neumeier**

President, Neutron LLC; author of *Zag* and *The Brand Gap*

*"This is the best left-brain business book I've ever read for right-brain designers. And, having two right brains, I know what I'm talking about. I'm recommending Shel's book to every student of mine and buying a copy for each designer on my staff."*

**Brian Collins**

Chief Creative Officer, Brand Integration Group,  
Ogilvy & Mather Worldwide

*"Damn good advice! This is a fantastic business handbook for designers. It's loaded with the specific, usable, real-world business knowledge that designers need. Shel has done a masterful job of making the information simple, clear, and easy to follow. This is a must-have book for any designer who wants to succeed in business."*

**Billy Pittard**

President, Pittard Inc.

*"This is the most concise and brilliantly informative guide I have ever wished I'd read before establishing three studios for ATTIK. Shel has managed to capture a vast array of learning that most of us only gather after many years of trial and error — a guide that every independent designer or agency owner should have within arm's reach."*

**Will Travis**

President, U.S. Operations, ATTIK

*"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;  
author of *How to Think Like a Great Graphic Designer*

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