



How to Start a Creative Business: The Jargon-Free Guide for Creative Entrepreneurs

By Doug Richard

David & Charles. Paperback. Book Condition: new. BRAND NEW, How to Start a Creative Business: The Jargon-Free Guide for Creative Entrepreneurs, Doug Richard, This book is an invaluable resource for any creative with a great business idea. Starting your own business does not need to be a complicated and daunting process and serial entrepreneur, Dragon's Den investor and business educator Doug Richard, shows you how. He sets out a ten-point plan teaching creatives how to shape their startup business into a success. Written in plain English, without the dense text and technical jargon of other business books, and illustrated with visual cues to help the message stick, Doug's practical advice is accessible to all. Real-life case studies are interspersed throughout from successful creative startups that include, Tatty Devine, Paul Smith, Time Out and LoveFilm, which expand upon the theory and bring it to life. In 10 chapters, Doug asks the fundamental questions any aspiring creative entrepreneur must answer. By following the questions from start to finish, and working through the get your hands dirty activities, you will get the theory first and then apply that theory in a practical way to the real world and your own business. By the...



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