



# Creative Strategy and the Business of Design

By Douglas Davis

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## Creative Strategy and the Business of Design By Douglas Davis

The Business Skills Every Creative Needs!

Remaining relevant as a creative professional takes more than creativity--you need to understand the language of business. The problem is that design school doesn't teach the strategic language that is now essential to getting your job done. *Creative Strategy and the Business of Design* fills that void and teaches left-brain business skills to right-brain creative thinkers.

Inside, you'll learn about the business objectives and marketing decisions that drive your creative work. The curtain's been pulled away as marketing-speak and business jargon are translated into tools to help you:

- Understand client requests from a business perspective
- Build a strategic framework to inspire visual concepts
- Increase your relevance in an evolving industry
- Redesign your portfolio to showcase strategic thinking
- Win new accounts and grow existing relationships

You already have the creativity; now it's time to gain the business insight. Once you understand what the people across the table are thinking, you'll be able to think how they think to do what we do.

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## Creative Strategy and the Business of Design By Douglas Davis Bibliography

- Rank: #84409 in Books
- Brand: HOW
- Published on: 2016-06-14
- Released on: 2016-06-14
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .60" w x 6.00" l, .99 pounds
- Binding: Paperback
- 208 pages

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### Editorial Review

#### Review

"This book is what separates good designers, from great designers. It bridges the often neglected gap between business, design and strategy. A must have resource." --**Jacob Cass**, Brand Identity Consultant and Founder of Just Creative

"If Davis' book isn't the best book written for strategists, it is waaaaay up there. Last time I liked a strategist's book this much was Steel's *Truth, Lies, and Advertising*." --**Luke Sullivan**, Author of *Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads*

"Creatives are often pigeonholed by our industry as just "artists". But not if we all read this book. Finally there's an in-depth guide to help designers, copywriters and others infuse strategic business-thinking into every piece of creative work" --**Pete Barry**, Creative Director and Author of *The Advertising Concept Book*

"Every designer/creative should have *Creative Strategy and The Business of Design* as a cornerstone in their reference library. This is a great book because it's concise without lacking, thorough and to the point, and an easy read that I'll be referencing again and again." --Glenford Laughton

"Douglas wears a lot of hats—all stylish and functional. There's a huge disconnect happening right now in the industry and Douglas's book is a means to bridging that gap." (Aaron Pierson *The Huffington Post*)

#### About the Author

**Douglas Davis** enjoys being one of the variety of voices needed both in front of and behind the concept, strategy, or execution. He is the principal of The Davis Group LLC and an associate professor within the Communication Design department at New York City College of Technology in Brooklyn. In addition to client work, Douglas contributes to HOW University and the advisory board for New York City's High School for Innovation in Advertising and Media (IAM). Douglas holds a BA in graphic design from Hampton University, an MS in communications design from Pratt Institute, and an MS in integrated marketing from New York University.

### Users Review

#### From reader reviews:

##### Christopher Pruett:

Information is provisions for anyone to get better life, information nowadays can get by anyone at everywhere. The information can be a information or any news even a huge concern. What people must be consider any time those information which is from the former life are challenging to be find than now could be taking seriously which one would work to believe or which one often the resource are convinced. If you receive the unstable resource then you obtain it as your main information you will see huge disadvantage for you. All those possibilities will not happen within you if you take Creative Strategy and the Business of Design as the daily resource information.

**Lisa Saxon:**

Playing with family in a very park, coming to see the ocean world or hanging out with pals is thing that usually you might have done when you have spare time, and then why you don't try factor that really opposite from that. One activity that make you not sense tired but still relaxing, trilling like on roller coaster you already been ride on and with addition of information. Even you love Creative Strategy and the Business of Design, you can enjoy both. It is very good combination right, you still wish to miss it? What kind of hangout type is it? Oh can occur its mind hangout guys. What? Still don't understand it, oh come on its named reading friends.

**Belinda Fergerson:**

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**Edward Franco:**

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