



## The Interior Design Business Handbook: A Complete Guide to Profitability (5th Revised edition)

By Mary V. Knackstedt

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, The Interior Design Business Handbook: A Complete Guide to Profitability (5th Revised edition), Mary V. Knackstedt, Newly updated and revised, this essential guide to the interior design business helps designers in firms small and large streamline their work, learn business basics, and achieve profitability. It offers a complete roadmap to all aspects of starting and running a business, from hiring staff and contract negotiation to marketing and client relations. The new edition describes how the changing economy affects design practices, covers new health and environmental issues, and explores a range of current topics, including social networking, internet marketing, building a brand, and implementing computer technology.

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