



# The Design Entrepreneur: Turning Graphic Design Into Goods That Sell (Design Field Guide)

*Steven Heller, Lita Talarico*

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Designers are used to working for clients, but there is nothing better than when the client is oneself. Graphic and product designers, who are skilled with the tools and masters aesthetics, are now in the forefront of this growing entrepreneur movement.

Whether personal or collective, drive is the common denominator of all entrepreneurial pursuit; of course, then comes the brilliant idea; and finally the fervent wherewithal to make and market the result. The Design Entrepreneur is the first book to survey this new field and showcase the innovators who are creating everything from books to furniture, clothes to magazines, plates to surfboards, and more.

Through case studies with designers like Dave Eggers, Maira Kalman, Charles Spencer Anderson, Seymour Chwast, Jet Mous, Nicholas Callaway, Jordi Duró, and over thirty more from the United States and Europe, this book explores the whys, hows, and wheres of the conception and production processes. The design entrepreneur must take the leap away from the safety of the traditional designer role into the precarious territory where the public decides what works and what doesn't. This is the book that shows how that is accomplished.



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