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balancing creativity and profitability is another design business guidebook by keith granet keith granet formed granet amp associates inc in 1991 to support designers in running their practices as viable and profitable

businesses by providing strategic financial and operational management services soon after the firm s formation granet was working with the"finding the balance between

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s not only possible it s actually very advantageous

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because as a freelancer trying to establish myself

balancing the two is extremely challenging on

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based on a top down
empirical and measurable
return on investment this is a
positive and necessary step
back to the older days of
relying on the instincts of a
single creative i am a strong
advocate of design based on
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today we are talking to

aaron draplin a graphic

designer author and

founder of draplin design

co he works with some big

name clients and is the co

creator of the field notes

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there is a need for every

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balance between

addressing a client s

business needs and solving

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