



T-Shirts and Suits: A Guide to the Business of Creativity

David Parrish

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Successful creative enterprises integrate creativity and business. T-Shirts and Suits offers an approach which brings together both creative passion and business best practice. Written in an engaging and jargon-free style, the book offers inspiration and appropriate advice for all those involved in running or setting up a creative business. Marketing, intellectual property, finance, competition, leadership – and more – are included in this guide. Examples of best practice are illustrated in eleven 'Ideas in Action' sections featuring a range of creative businesses and organisations.

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