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## Marketing Interior Design, Second Edition

Lloyd Princeton

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**Lloyd Princeton : Marketing Interior Design, Second Edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Interior Design, Second Edition:

0 of 0 people found the following review helpful. A MUST READ FOR ANYONE IN THE BUSINESS OF INTERIOR DESIGNBy ALOYSIUSWhat is so valuable about Lloyd Princeton's book is the insight and added value it would lend to anyone starting their own business beyond the scope of the book's original intent. There are no less than a dozen people off the top of my head that I will direct to this book. Well-written, smart and often witty asides,

this book should be added to the curricula of anyone starting out in business and surely in the subjective realm of interior design. Suffice it to say, truly gifted designers will find priceless advice and direction in this book ensuring success in their careers. 1 of 1 people found the following review helpful. A Must Have for Design Professionals By NYCI have ordered many books outlining professional practice and marketing of Interior Design. This by far was the most comprehensive and helpful book. It addresses the many facets of marketing and running ones own Interior Design business. I found this very helpful in starting my own firm. A must read for those who are starting out on their own, or who are looking to increase their current business. 0 of 0 people found the following review helpful. A must read for interior designers By Customer Great book for Interior Designers that want to grow their business and improve their business practices. Lloyd breaks it down into easy to understand terms and covers topics that are relevant to all designers whether they are independents or large firms.

In this essential guide, now updated to include social media outlets and address changes in the economy, leading marketing consultant Lloyd Princeton offers you the same high-quality insights that he shares with his clientele. Drawing on his professional expertise as well as the experiences of his clients, he provides detailed advice on:   
Figuring out what to charge and finding the confidence to demand that price   
Writing your business statement   
Branding your business, including designing promotional materials   
Finding leads and taking advantage of them through networking   
Landing jobs and learning how to handle the interview process   
Protecting yourself with contracts   
Taking full advantage of social media platforms   
Bidding for and negotiating projects in a post-recession climate   
Also included are examples of good (and bad) marketing materials, first-hand stories, and sample contract forms. If you are starting out in the field of interior design, or just want to retool your existing business, you need this book!

About the Author Lloyd Princeton is a sought-after consultant and motivational speaker specializing in the business side of interior design, architecture, and landscape design. He is founder and principal of Design Management Company, a consulting firm that helps design professionals increase revenue, gain media exposure, and develop their businesses, and of iMatchDesigners, a referral service that matches home, business, and property owners with the most talented architects, interior designers, and landscape designers worldwide. Lloyd has worked with such respected trade associations as the American Society of Interior Designers and American Institute of Architects, international manufacturers including Kravet, Ralph Lauren, and Kohler, and numerous design centers and individual showrooms throughout North America and the United Kingdom. He lives in Los Angeles and New York City.