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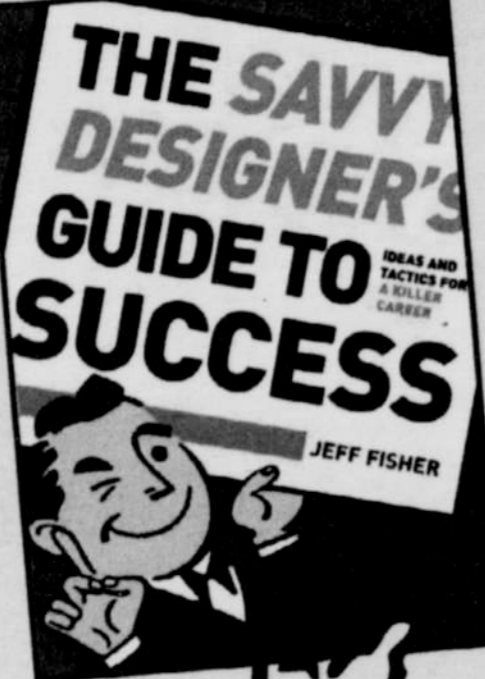
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"...the book you wish you'd had back when you were just starting out in graphic design."

- HOW Magazine

"...an excellent resource for any business owner."

- Dynamic Graphics Magazine



"Jeff Fisher works in his underwear. No, he's not a go-go boy; he's an award-winning graphic designer..."

- Marc Acito, from a Just Out article, as quoted in the book.

Now every designer can reap the benefits of having the perfect mentor. In this career guide, Jeff Fisher shows off his winning personality, and mantra of "it's better to be a smart-ass than a dumb-ass," with ideas and solutions to nearly every graphic design career dilemma.



Portland designer Jeff Fisher is internationally recognized as a designer of logos, writer on the subject of graphic design, and speaker on the topics of business, marketing and self-promotion in the design industry.



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Shine On!

Multnomah County Health Department thanks these bars and clubs for supporting HIV testing and prevention.

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