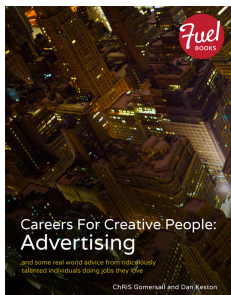


KITTENPETCARE.COM Ebook and Manual Reference

CAREERS FOR CREATIVE PEOPLE EBOOKS 2019



Author: Chris Gomersall u0026 Dan Keston

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"Right now on Facebook there are over 100 million people interested in topics directly related to the Advertising industry-and that's just in the United States alone. We know this because they've actively listed one or more of these things as interests under their real names right next to their profile photo.u003cbr /u003eu003cbr /u003eUnfortunately, the amount of people who hope to turn their creativity into a professional career wildly outnumber the very select few who actually end up doing so. Why is that? Are they lazy? Uninformed? Uninspired?u003cbr /u003eu003cbr /u003eIn reality, it's none of the above. The biggest reasons many amazingly gifted people never pursue a career in creativity are because they don't know where to start or how to do so.u003cbr /u003eu003cbr /u003eProfessional creativity has always been a bit of an enigma to those who seek it. The average person believes every artist is a starving one, while the average artist will tell you there is an impenetrable wall between commerce and art.u003cbr /u003eu003cbr /u003eNeither of these statements is true, and the end result of all this misinformation is that many incredibly talented people don't realize that there are others like them out in the world making a (rather good) living by doing something they love.u003cbr /u003eu003cbr /u003eThis book provides a comprehensive list of creative jobs in advertising, career best practices, and advice from experts in their field, helping talented creative people:u003cbr /u003eu003cbr /u003eUnderstand the vast universe of creative occupations in advertisingu003cbr /u003eu003cbr /u003eChoose which career path to followu003cbr /u003eu003cbr /u003eMaster the social and business politics of the creative worldu003cbr /u003eu003cbr /u003eLearn the truth about the Advertising industry (the good, the bad, and the ugly) from people who are already making money doing itu003cbr /u003eu003cbr /u003eThere are many books about teaching people how to be creative or how to find their inner creativity. This is not one of those books.u003cbr /u003eu003cbr /u003eCreativity isn't something you can actually teach. You either have it, or you don't.u003cbr /u003eu003cbr /u003eThis book is for those who have it. You've heard how ridiculously talented you are your whole life. People already crave your work and envy your skills. Friends ask you for favors. "'A+' is the baseline for your art. Your work has graced the front of refrigerators, dorm rooms, and cubicles for years.u003cbr /u003eu003cbr /u003eThis book is for you-the rock stars, juggernauts, and creative beasts who know-you're talented, but don't know how to use your skills to attain and maintain a career. Whether you want a solo career, your own business, a position at a well-known company, or a promotion from within, this book will be your guide."

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