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shrinking budgets in the current economy, the need for up-to-date information on business, ethical, and legal issues is greater than ever.

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So, the Graphic Artists Guild Handbook: Pricing and Ethical Guidelines (or the Handbook, as we call it for short) is filled with prices that were compromises. Anyone looking at those prices and thinking that they are high is really shooting him or herself in the foot. When I look at those prices, I consider that these were negotiated prices.

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more will help you do your job better,
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has been publishing the Graphic Artists Guild Handbook: Pricing & Ethical Guidelines since 1973, and it has become one of the most widely used books of its kind in the industry.

The Graphic Artists Guild: Pricing & Ethical Guidelines Survey

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