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# The Business Of Art - 30th Anniversary Edition



## Synopsis

How to succeed in the business of Being an Artist! The original "bible" in the field, published in cooperation with The National Endowment for the Arts. Everything that you, as an artist, need to know about how to price your work, how to sell your work, how to put together a portfolio, how to get a dealer, how to keep track of your sales and revenues. Expert advice from world leaders in the arts - from Andy Warhol to James Rosenquist to Robert Motherwell to Julian Schnabel. How to sell to corporations, how to get grants, how to sell at auction, how to sell to collectors. Key information on how to find the centers to sell your art, how art consultants operate, what are the "politics" of art.

## Book Information

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## Customer Reviews

Even after 30 years, this book covers the topic like few others. Caplin is a pro that concisely gives you the facts. Newbies to arts must read this book.

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