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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 keeping 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

File Size: 2814 KB

Print Length: 387 pages

Publisher: Lee Evan Caplin; 3rd International Edition edition (November 5, 2011)

Publication Date: November 5, 2011

Sold by:Â Digital Services LLC

Language: English

ASIN: B006414C26

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #1,112,891 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #142

inÂ Kindle Store > Kindle eBooks > Arts & Photography > Photography > Professional #165

inÂ Kindle Store > Kindle eBooks > Arts & Photography > Art > Instruction & Reference > Business of Art #441 inÂ Books > Arts & Photography > Photography & Video > Business & Careers

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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