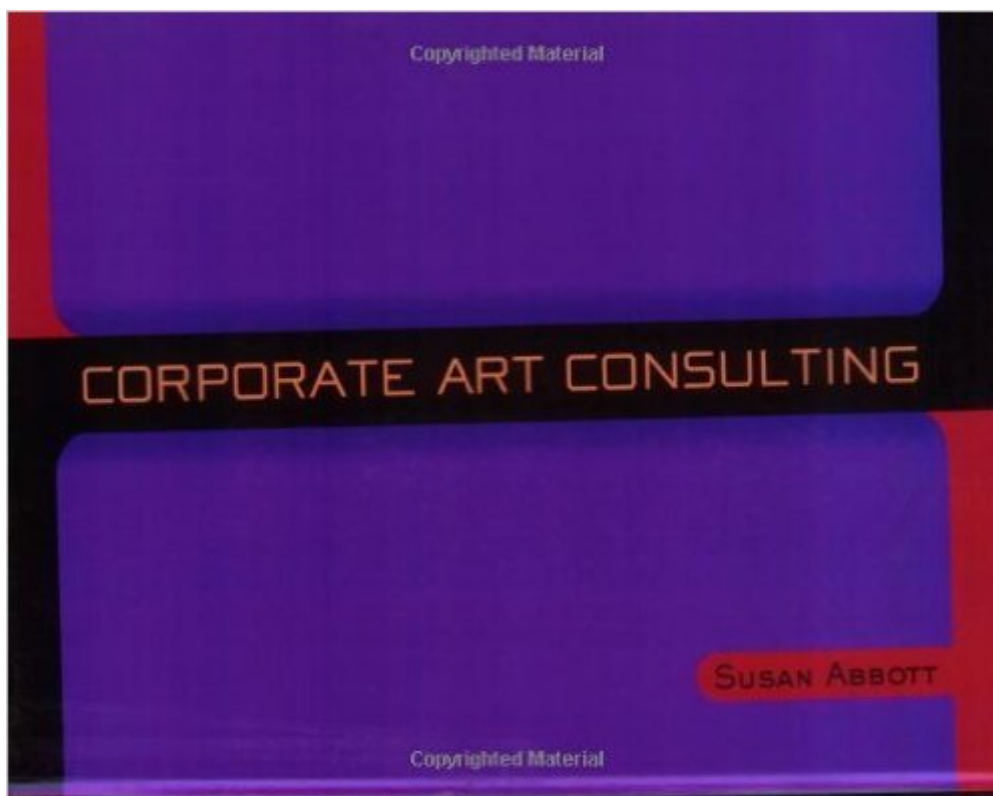


The book was found

Corporate Art Consulting



Synopsis

Filled with successful strategies for serving clients in today's flourishing art market, this definitive guide provides techniques for increasing sales opportunities and revenues in an ever-expanding field. Not just for art consultants, this excellent resource can serve artists, gallery owners and staff, and anyone interested in selling art to the corporate market. Details are provided on how to generate leads, navigate new markets and reach top decision-makers, establish a profitable fee/commission structure, and write and present winning proposals. How to handle and install art, art program management, professional ethics, marketing, publicity and advertising are addressed. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Book Information

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Customer Reviews

Great book. This book has helped me alot. Susan Abbott really breaks the business art consulting down with samples of letters and proposals to clients, telling you when to phone and when to write. This book is not just for art consultants but for anyone who is involved in the business side of art i.e.

galleries and artists. I definitely recommend this book.

A lot to chew on - a very good balance between how to address the business and psychological aspects of marrying art with business!

If you are considering a career as a corporate art collector, this should be your Bible. The author is clear and gives intelligent options to find clients, approach jobs, and make connections.

Very well written reference on corporate art consulting. . covers details of marketing and selling services more than details of art procurement and how to work with art galleries.

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