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Susan Abbott

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(Mobile book) Corporate Art Consulting

Corporate Art Consulting

Susan Abbott : Corporate Art Consulting before purchasing it in order to gage whether or not it would be worth my time, and all praised Corporate Art Consulting:

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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.

"Corporate Art Consulting is to my knowledge the first book to accurately describe the profession of art consulting. It is a useful tool for anyone interested in entering the field and a solid source of information to art consultants currently practicing." -- Katherine Smith-Warren, Past President, Association of Professional Art Advisors

"Susan Abbott's book on corporate art consulting is virtually a bible for the beginning or the seasoned art consultant. Galleries will benefit from this great storehouse of information and guidance for sales procedures an important tool for any art professional." -- Nedra Matteucci, Owner, Nedra Matteucci's Fenn Galleries, Nedra Matteucci Fine Art

An acknowledged leader in her field, Susan Abbott shares the secrets of her success in the most thorough, honest, and readable book on this subject that I think could be written! It is required reading not only for art consultants, architects, and interior designers, but for entrepreneurs or marketers in any field." -- C. David Robinson, FAIA, Partner, James Stewart Polshek and Partners

About the Author Susan Abbott is an internationally recognized authority on corporate art consulting and has been a fine art public relations consultant for more than 20 years. She has provided art acquisition, exhibition, and public relations services for Fortune 500 corporations for two decades. She also teaches the only national seminar program for corporate art consultants, through which more than 2500 consultants have been trained and certified. She has also conducted seminars on fine art public relations in the United States and Great Britain.