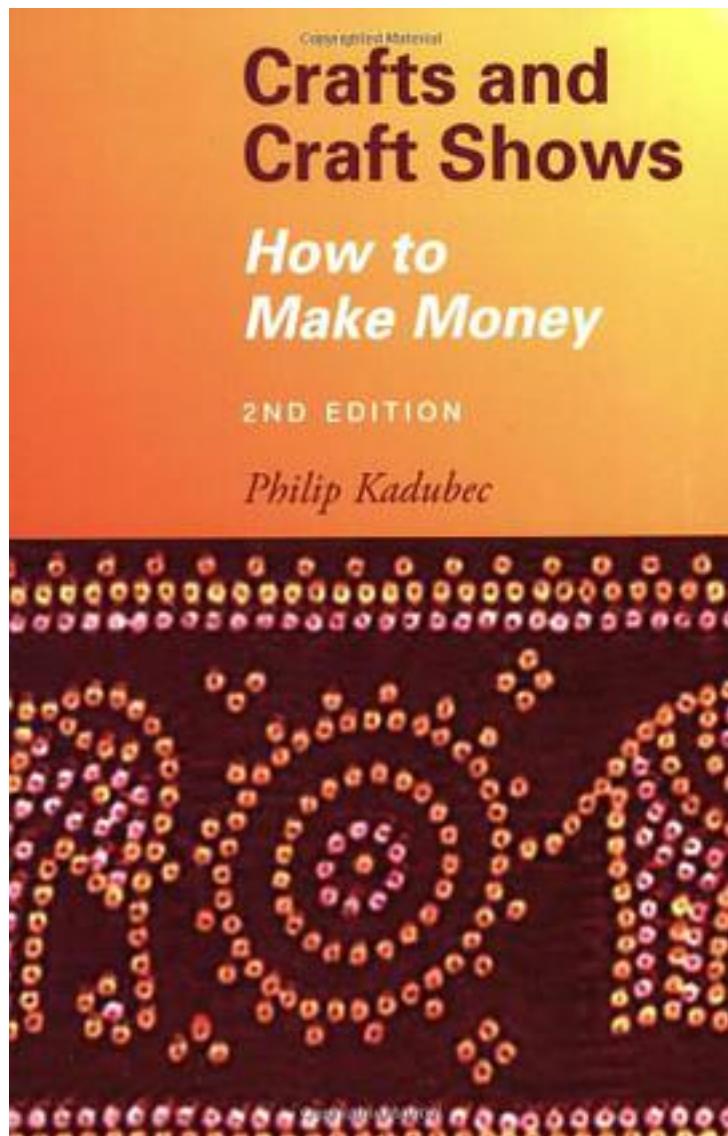


Crafts and Craft Shows



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著者:Kadubec, Philip

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Craftspeople and hobbyists will welcome this new edition of a popular book. Comprehensive and indispensable, Crafts and Crafts Shows gives advice on everything needed to succeed in the craft-show marketplace. Easy-to-follow instructions make it a snap to select the best shows to attend, create an appealing booth, and offer good customer service. Each chapter in the top-selling guidebook has been completely updated to reflect recent changes in the craft world and the book includes new information on branding, creating products that can compete in today's marketplace, selling on the Internet, and taking promotional photos, as well as creating new marketing strategies for pricing and moving merchandise.

- Easy to read, full of practical wisdom and entertaining stories
- Up-to-the-minute information on internet marketing and branding
- Proven advice—14,000 copies of the first edition sold!

作者介绍:

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