

# Corporate Art Consulting



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出版者:St Martins Pr

出版时间:1999-9

装帧:Pap

isbn:9781581150346

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.

作者介绍:

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