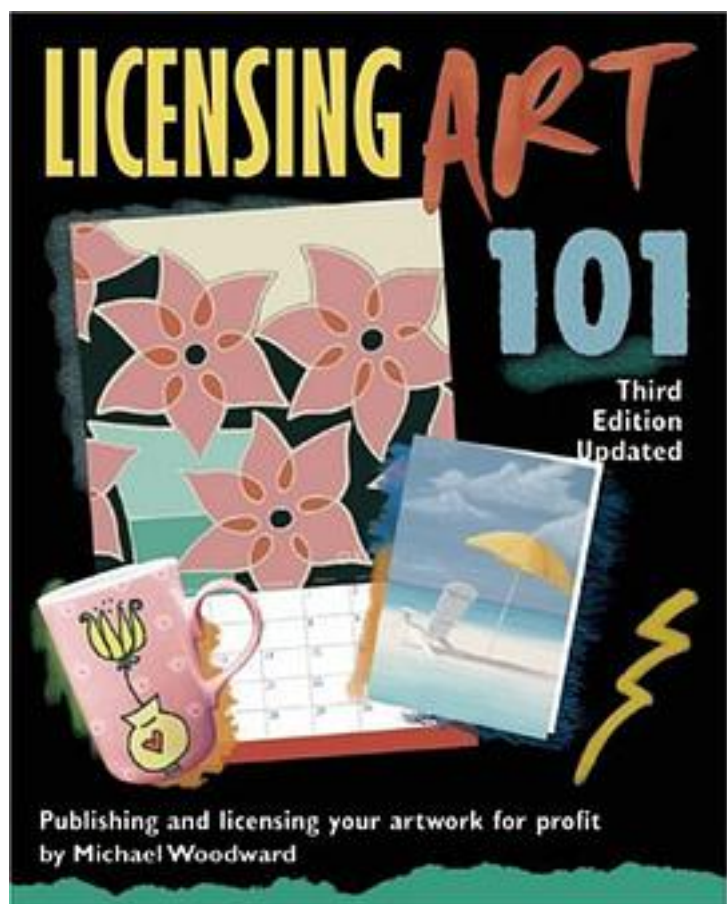


Licensing Art 101



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著者:Michael Woodward

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This comprehensive handbook guides readers step-by-step through the licensing and publishing industry. It contains a wealth of ideas and practical examples of how to increase income through licensing reproduction rights to manufacturers and publishers of greeting cards, posters, calendars, and more. This book provides

assistance from an expert, allowing readers to educate themselves and gain a competitive edge. Readers learn about: negotiating fees, exhibiting in trade shows, protecting their rights, and more. Over three hundred professional contacts are listed. Michael Woodward has been working in the industry for over thirty years.

作者介绍:

Michael Woodward has worked in the publishing and licensing industry for over 30 years. He runs Out of the Blue - an artist management and licensing agency as well as a small publishing company, Indigo House. He is also a consultant in the industry.

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