

The Art And Business Of Teaching Yoga The Yoga Professionals Guide To A Fulfilling Career

Art Business Today: 20 Key Topics is an accessible and comprehensive companion to the business of art written by leading experts in the field, many of them based at Sotheby's Institute of Art. It is an essential reference book for students in the areas of art business, arts management, the creative and cultural industries, art history, and general business and management. The key topics covered range from larger-scale questions about the globalisation, funding, and ethics of the art market, to entries more focussed on art objects themselves, such as connoisseurship, authenticity and conservation. Providing an up-to-date entree to the processes, structures, trends and peculiarities of the global art business, this book will fascinate all those unfamiliar with its opaque practices and traditions.

Adaptability and sustainability are key factors in the success of any business in modern society. Developing unique and innovative processes in organizational environments provides room for new business opportunities. Integrating Art and Creativity into Business Practice is a key reference source for the latest scholarly research on the tools, techniques, and methods pivotal to the management of arts and creativity-based assets in contemporary organizations. Highlighting relevant perspectives across a myriad of topics, such as organizational culture, value creation, and crowdsourcing, this book is ideally designed for managers, professionals, academics, practitioners, and graduate students interested in emerging processes for entrepreneurship and business performance.

Stan Davis is author of the bestselling books BLUR (more than 250,000 copies sold), 2020 Vision (more than 100,000 copies sold), and Future Perfect (more than 100,000 copies sold) Shows how bringing an artistic sensibility to business can improve business performance and increase personal work satisfaction Includes detailed, practical advice for implementing the ideas in the book, as well as a wealth of real-world examples The arts are important to many people in their personal lives, but they don't see any way of incorporating art into their work and business. In this groundbreaking book, visionary business authors Stan Davis and David McIntosh argue that not only is this possible, but that applying an artistic sensibility to business will actually improve business performance. Traditionally, business focuses only on the economic flow of inputs (resources, raw materials), outputs (products and services) and processes that help get you from one to the other (research and development, production, distribution). Davis and McIntosh show that there's an artistic flow that operates the same way, but with different particulars. Inputs here include things like emotion, imagination and intuition; and outputs include things like beauty, meaning, excitement and enjoyment. To bridge these aesthetic inputs and outputs, the authors show how to apply creative processes from the arts to business, and how to connect with customers the way great performers connect with audiences. Through real-world examples and practical advice, The Art of Business shows how applying this concept of artistic flow enables you to come up with more creative solutions to problems, develop better new products, and provide your customers with the kinds of emotionally and aesthetically satisfying experiences they've come to expect in this high contact, multimedia age. It gives you an additional--rather than alternative--approach to the established economic model of how things get done. And it will make your own work experience infinitely more satisfying.

Photographers now have the ideal resource to build a solid foundation for success. The Art and Business of Photography takes an honest approach to the photography profession and is a guide to the artistic and business skills that are the foundation of a career in photography. Professional photographer and former ASMP president, Susan Carr, discusses the realities of the photography industry along with the struggles of expressing creativity and producing quality photography. Topics in this distinctive guide include the balance of being an artist and a business person, the basics of copyright, pricing skills, how to find future prospects, and the importance of craft and creativity. Firsthand experiences and sample photographs by top photographers--pursuing various photography subjects and different types of clients--serve to enhance the unique combination of art and business included in this book. This volume also covers the history of the profession and the current state of the industry. Anyone with a love for a photography and the creative process will benefit from this realistic yet inspiring approach to the photography industry. 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.

Published in 1998. This text is designed as not only a summary of a number of years of reflections by many different researchers, but also a guide for future research and for continuing development of a theory of small business and its environment; a theory that will apply to small businesses everywhere and that will help them become what they hope to be in the 21st century.

Based on the chart-topping Business Wars podcast, stories and lessons from history's greatest business rivalries. Using Chinese military genius Sun Tzu's strategies as a guide, Brown examines why some companies triumph while others crumble. Business is a fight for survival. In business as in war, leaders match their wits in pursuit of opposing outcomes, they devise strategies, and marshal resources for victory. Success can turn on the smallest of details; a single tactical blunder can topple an empire. Ultimately, one side triumphs—and victory is all that matters. David Brown, host of the hit podcast Business Wars, masterfully frames some of the biggest business rivalries in history using revered Chinese military strategist Sun Tzu's insights and pragmatic advice. Each rivalry he examines tells a story of combined wits, strategies, and resources. Brown chronicles the rise of companies as they vanquish rivals, formulate innovative plans, and adapt to keep up with shifting societal needs. The goal? Stay ahead of the competition and emerge victorious as an industry titan. By compiling powerful insights uncovered over hundreds of episodes and more than a year of in-depth research, Brown has developed a formula for business intrigue that uses popular history as a hook to lure readers in. The stories in The Art of Business Wars are fascinating, but the lessons we draw from them—about determination, ingenuity, patience, grit, subtlety, and other traits that contribute to a victorious enterprise—are invaluable, whether you're a software-slinging freelancer or the CEO of a multinational manufacturer.

After its predecessors turned humans and organizations into machines, the Fourth Industrial Revolution is turning machines into humans. As digital machines acquire more and more cognitive

intelligence, the development of humans becomes ever more vital, for society and business alike. Time has come to recognize the value of art and humanities. As the world experiences massive turbulence and companies find their "whitewater" environment increasingly complex to navigate, the 20th-Century mantras of efficiency, the bottom-line and shareholder value no longer suffice as proper guidance. New futures call for anticipatory creativity. Channeling inventiveness, aesthetics and a sense of meaning, art can be a powerful tool to catalyze innovation and transformation, helping companies (re)discover their compass, create new rafts to conquer the rapids, and find "blue ocean" market spaces in new world realities. Authored by multidisciplinary contributors brought together by editors BeiBei Song and Piero Formica, "Business, Open Innovation and Art" reflects a New Renaissance movement to revive humanness in the age of AI and harmony between man and nature. The research, case studies and experiments demonstrate a rich, multidimensional relationship between art and business, be it artistic strategies and processes, artful leadership, or art thinking for radical innovation. In this crucial phase of history, this book serves to advance the fundamental role of art and humanities, together with science and economics, for sustainable human enterprise.

An invaluable reference, this book provides insights, suggestions, examples, and resources intended to demystify the arcane world of art print marketing. Barney Davey has authored this handbook of practical advice to help visual artists succeed in the print market. The book is a result of his experiences and perspective culled from advising and observing leading art publishers and print artists in three decades. It details how artists can use the print market to take control of their career and create a profitable business putting their original work into prints. The wealth of benefits for visual artists in the print market include: secondary income from reproducing originals into prints; third stream income from licensing; greater awareness for their work; growing their collector base; diversifying their pricing and portfolio and keeping pace with demand for their originals. Given these advantages, it is surprising to find other business and marketing books for artists offer scant coverage of the print market. The paucity of print market information makes the book's insider insights priceless. Any visual artist with the desire to enjoy commercial success will find this book useful, inspiring and informative.

Working as an independent contractor or in private practice is often the ideal scenario for creative therapists who want to control their own career and make decisions about the jobs and clients they take on. This practical guide to successful self-employment takes you through every step of the process, from coming up with the idea and marketing yourself, finding jobs, and interviewing, to maintaining jobs and what happens when you or your client want to end the job. Each chapter is packed with practical information and illustrative stories from the author's extensive experience of setting up her own art therapy business, considering all the likely obstacles you may face, and covering topics such as ethics and interns. This accessible companion contains all the information a creative therapist who wants to find work as an independent contractor will need to get started. It will be suitable for any level of experience and all creative therapists, including art, music, drama and dance therapists.

Completely revised to reflect the impact on artists of the new tax laws, the topics covered include estate and gift taxes; financial planning; working with galleries, dealers, and museums; promoting art; choosing profitable fairs; securing grants; and the basics of corporations. Illustrated.

Sharing the essentials of sales, marketing, negotiation, strategy, and much more, the creator of PersonalMBA.com shows readers how to master the fundamentals, hone their business instincts, and save a fortune in tuition.

Fine artists are taught many things about the craft of art in the various art schools and university art programs, but rarely do they learn much if anything about how to make a career of their talents. The Business of Being an Artist contains information on how artists may develop a presence in the art world that leads to sales. The book contains information on how artists can learn to sell their work directly to the public with an understanding of the principles of marketing and sales as they're applicable to works of art. Artists will also learn how to find a suitable gallery that will arrange sales and commissions and how to set up a contractual relationship with the dealer that is both equitable and profitable. Among the topics covered in The Business of Being an Artist are: the range of exhibition opportunities for emerging and mid-career artists; how to set prices for artwork; when or if artists should pay to advance their careers; how artists may communicate with the public; applying for loans, grants, and fellowships; areas of the law that concern artists; using art materials safely; online sales and marketing, and much more. In addition to all of this priceless information, The Business of Being an Artist includes a unique discussion of some of the emotional issues that face artists throughout their careers, such as working alone, confronting stereotypes, handling criticisms and rejection, the glare of publicity, and the absence of attention. Without a doubt, The Business of Being an Artist is a must-have book for every artist ready to turn their talent into a successful business. 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.

Thoroughly updated and expanded, this classic handbook teaches emerging artists all the strategies they need to know for selling artwork on their own or through dealers. The book's new sections target today's vital issues: creating a web site; obtaining copyright/trademark protection on the Internet; coping with censorship of controversial art; and dealing with the new realities of funding sources. Additional chapters tell how to find galleries, arrange exhibitions, apply for grants, land survival jobs doing custom decorative art or teaching, and other relevant topics.

Art Law and the Business of Art is a comprehensive and practical guide to the application of UK law to transactions and disputes in the art world. Written by Martin Wilson, an art lawyer with over 20 years' experience in the field, it outlines and explains the relevant law and how the art business operates in practice, as well as offering a discussion of the most pressing ethical questions involving artworks. You don't have to starve to be an artist. Build a career doing what you love. In this practical guide book, professional artist Lisa Congdon reveals the many ways you can earn a living by making art—through illustration, licensing, fine art sales, print sales, teaching, and beyond. • Including industry advice from such successful art-world pros as Nikki McClure, Mark Hearld, Paula Scher, and more • This art and business book will equip you with the tools—and the confidence—to turn your passion into a profitable business. • Chapters on setting actionable goals, diversifying your income, copyrighting your work, promoting with social media, and so much more A thoughtful gift for young artists, people interesting in making their passion a profession, and art and design school graduates. Lisa Congdon's bestselling books, online classes, and Instagram feed (beloved by 375,000+ fans) have inspired so many people to follow their creative passions. In this book Condon does what she does best—bring bold and colorful flair to smart, creative, down-to-earth advice and inspiration.

Editing is an invisible art where the very best work goes undetected. Editors strive to create books that are enlightening, seamless, and pleasurable to read, all while giving credit to the author. This makes it all the more difficult to truly understand the range of roles they inhabit while shepherding a project from concept to publication. In What Editors Do, Peter Ginna gathers essays from twenty-seven leading figures in book publishing about their work. Representing both large houses and small, and encompassing trade, textbook, academic, and children's publishing, the contributors make the case for why editing

remains a vital function to writers—and readers—everywhere. Ironically for an industry built on words, there has been a scarcity of written guidance on how to actually approach the work of editing. This book will serve as a compendium of professional advice and will be a resource both for those entering the profession (or already in it) and for those outside publishing who seek an understanding of it. It sheds light on how editors acquire books, what constitutes a strong author-editor relationship, and the editor's vital role at each stage of the publishing process—a role that extends far beyond marking up the author's text. This collection treats editing as both art and craft, and also as a career. It explores how editors balance passion against the economic realities of publishing. What Editors Do shows why, in the face of a rapidly changing publishing landscape, editors are more important than ever.

The Art and Business of Online WritingHow to Beat the Game of Capturing and Keeping AttentionThe Art of Business ValueIT Revolution

Starting from the practical viewpoint of, "I would rather be approximately right than perfectly wrong" this book provides a commonsense comprehensive framework for small business valuation that offers solutions to common problems faced by valuers and consultants both in performing valuations and providing ancillary advisory services to business owners, sellers, and buyers. If you conduct small business valuations, you may be seeking guidance on topics and problems specific to your work. Focus on What Matters: A Different Way of Valuing a Small Business fills a previous void in valuation resources. It provides a practical and comprehensive framework for small and very small business valuation (Companies under \$10 million of revenues and often under \$5 million of revenues), with a specialized focus on the topics and problems that confront valuers of these businesses. Larger businesses typically have at least Reviewed Accrual Accounting statements as a valuation starting point. However, smaller businesses rarely have properly reviewed and updated financials. Focus on What Matters looks at the issue of less reliable data, which affects every part of the business valuation. You'll find valuation solutions for facing this challenge. As a small business valuer, you can get direction on working with financial statements of lower quality. You can also consider answers to key questions as you explore how to value each small business. Is this a small business or a job? How much research and documentation do you need to comply with standards? How can you use cash basis statements when businesses have large receivables and poor cutoffs? Should you use the market method or income method of valuation? Techniques that improve reliability of the market method multiplier How might you tax affect using the income method with the advent of the Estate of Jones and Section 199A? Do you have to provide an opinion of value or will a calculation work? How do you calculate personal goodwill? As a valuation professional how can you bring value to owners and buyers preparing to enter into a business sale transaction? How does the SBA loan process work and why is it essential to current small business values? What is the business brokerage or sale process and how does it work? How do owners increase business value prior to a business sale? This book examines these and other questions you may encounter in your valuation process. You'll also find helpful solutions to common issues that arise when a small business is valued.

"Do you really understand what business value is? Information technology can and should deliver business value. But the Agile literature has paid scant attention to what business value means—and how to know whether or not you are delivering it. This problem becomes ever more critical as you push value delivery toward autonomous teams and away from requirements "tossed over the wall" by business stakeholders. An empowered team needs to understand its goal! Playful and thought-provoking, The Art of Business Value explores what business value means, why it matters, and how it should affect your software development and delivery practices. More than any other IT delivery approach, DevOps (and Agile thinking in general) makes business value a central concern. This book examines the role of business value in software and makes a compelling case for why a clear understanding of business value will change the way you deliver software. This book will make you think deeply about not only what it means to deliver value but also the relationship of the IT organization to the rest of the enterprise. It will give you the language to discuss value with the business, methods to cut through bureaucracy and strategies for incorporating Agile teams and culture into the enterprise. Most of all, this book will startle you into new ways of thinking about the cutting-edge of Agile practice and where it may lead."

Introducing The Art and Business of Affiliate Marketing — The Essential Guide for All Professional Affiliate Marketers. Inside this eBook, you will discover the topics about what is affiliate marketing, affiliate promotion process, common ways to promote affiliate products, sale, lead or click, "two-tier and three-tier" affiliate programs, finding products to promote, factors to consider when choosing a product to promote, link cloaking, using product recommendations to increase your bottom line and so much more!

More than two millennia ago the famous Chinese general Sun Tzu wrote the classic work on military strategy, The Art of War. Now, in a new edition of Sun Tzu and the Art of Business, Mark McNeilly shows how Sun Tzu's strategic principles can be applied to twenty-first century business. Here are two books in one: McNeilly's synthesis of Sun Tzu's ideas into six strategic principles for the business executive, plus the text of Samuel B. Griffith's popular translation of The Art of War. McNeilly explains how to gain market share without inciting competitive retaliation, how to attack competitors' weak points, and how to maximize market information for competitive advantage. He demonstrates the value of speed and preparation in throwing the competition off-balance, employing strategy to beat the competition, and the need for character in leaders. Lastly, McNeilly presents a practical method to put Sun Tzu's principles into practice. By using modern examples throughout the book from Google, Zappos, Amazon, Dyson, Aflac, Singapore Airlines, Best Buy, the NFL, Tata Motors, Starbucks, and many others, he illustrates how, by following the wisdom of history's most respected strategist, executives can avoid the pitfalls of management fads and achieve lasting competitive advantage.

Thousands of yoga lovers take teacher training courses each year, hoping to share what they learn with others. Many want to make yoga teaching their full-time career, but most training programs fall short in covering business acumen, and they may not equip graduates with the entrepreneurial skills and savvy they need to make a go of it. This indispensable and inspiring book guides both new and established professionals toward maximizing their impact as teachers and achieving their career goals. You'll learn to:

- build a loyal student base
- plan dynamic classes
- optimize your own practice
- become more financially stable
- maintain a marketing plan
- use social media effectively
- create a unique brand identity
- inspire even more students to embrace yoga

Freedom. It's the ability to do whatever you want, whenever you want. It's the ultimate reward of selling your business. But selling a company can be confusing, and one wrong step can easily cost you dearly. The Art of Selling Your Business: Winning Strategies & Secret Hacks for Exiting on Top is the last in a trilogy of books by author John Warrillow on building value. The first, Built to Sell, encouraged small business owners to begin thinking about their business as more than just a job. The Automatic Customer tagged recurring revenue as the core element in a valuable company and provided a blueprint for transforming almost any business into one with an ongoing annuity stream. Warrillow completes the set with The Art of Selling Your Business. This essential guide to monetizing a business is based on interviews the author conducted on his podcast, Built to Sell Radio, with hundreds of successfully cashed-out founders. What's the secret for harvesting the value you've created when it's time to sell? The Art of Selling Your Business answers important questions facing any founder, including—

- What's your business worth?
- When's the best time to sell?
- How do you create a bidding war?
- How can you position your company to maximize its attractiveness?
- Who will pay the most for your business?
- What's the secret for punching above your weight in a negotiation to sell your company?

The Art of Selling Your Business provides a sleeves-rolled-up action plan for selling your business at a premium by an author with consummate credibility.

The global art market has recently been valued at close to \$50bn - a rise of over 60% since the global financial crisis. These figures are driven by demand from China and other emerging markets, as well as the growing phenomenon of the artist bypassing dealers as a market force in his/her own right. This new textbook integrates, updates and enhances the popular aspects of two well-regarded texts -

Understanding International Arts Markets and The Art Business. Topics covered include: Emerging markets in China, East Asian, South East Asian, Brazilian, Russian, Islamic and Indian art, Art valuation and investment, Museums and the cultural sector. This revitalized new textbook will continue to be essential reading for students on courses such as arts management, arts marketing, arts business, cultural economics, the sociology of arts, and cultural policy.

Analyzing the relationship between the arts and business, this book offers an in-depth perspective on the increasingly common art-based strategies adopted by enterprises in various industries, with a focus on luxury sector. Pursuing an exhaustive, systematic, evidence-based and interdisciplinary approach, it explores the limits of potential strategic collaborations between the two fields. In addition, the book provides a structure for this field of inquiry, offering a solid basis for future research and highlighting the benefits of art-based strategies for executives. Each research strand explored in this book is supported by a representative case study.

People in other cultures don't always think and act the way you do. If you try to do business your way in their culture, you will make mistakes. And mistakes have consequences. Some will be merely embarrassing, others will be deeply frustrating, and still others will cost you dearly. This book describes 50 common cultural mistakes made in business settings in the form of short (8-10 line) conversations and shows you, 1) that there's always a reason why people do the strange things they do, 2) the reason is almost never to upset you, and 3) there's always a way forward - The Fix. Craig Storti, a nationally known figure in the field of intercultural communications, and author of 7 books, presents and deconstructs conversations between Americans and citizens of 10 of the world's largest economies, the Arab Middle East, Brazil, China, England, France, Germany, India, Japan, Mexico, and Russia. He also provides five easily applicable steps to cultural competence - a framework readers can apply to identify cultural differences and communicate and act more effectively and appropriately. If you are an American doing business in any of the ten locations featured, if you come from one of these countries and work with Americans, or if you do business with any of these folks, this book will save you a great deal of confusion and frustration.

Whether it's in emails, documents, presentations, meetings or tweets, we're all being bombarded by millions of words every day. So, how do you make your message stand out and stick amongst all this chatter? The answer is simple – just get visual! With a straightforward doodle or a quick illustration you'll revolutionise how your message impacts your audience. And The Art of Business Communication will show you how to do it. Can't draw? No Picasso? No problem! You'll be amazed at how easy it is to add a simple yet powerful visual dimension to any message or business communication so that all your ideas, presentations, documents and meetings are brought to life and make a meaningful and memorable impact. Everything becomes easier to say, problems are explained and solved in a flash and the complex quickly becomes clear. So, to make your point and make it matter – make it visual.

Sun Tzu's ancient The Art of War has inspired military, political, and business leaders across the world with its brilliant strategies for prevailing against opponents. At the core of this classic treatise is the message that sledgehammer approaches can backfire, and size alone does not guarantee wins. Strategy, positioning, planning, leadership--all play equally significant roles, making Sun Tzu's teachings perfect for small business owners and entrepreneurs entrenched in fierce competition for customers, market share, talent . . . for their very survival. The Art of War for Small Business is the first book to apply Sun Tzu's wisdom to the small business arena. Featuring inspiring examples of entrepreneurial success, the book's 12 timeless lessons reveal how to: Choose the right ground for your battles Prepare without falling prey to paralysis Leverage strengths while overcoming limitations Strike competitors' weakest points and seize every opportunity Focus priorities and resources on conquering key challenges Go where the enemy is not Build and leverage strategic alliances Big companies may deploy overwhelming forces, but small companies can outsmart, outmaneuver, and outstrategize larger adversaries to capture crucial sectors, serve unmet needs, and emerge victorious.

From the author of Ahead of the Curve, a revelatory look at successful selling and how it can impact everything we do The first book of its kind, The Art of the Sale is the result of a pilgrimage to learn the secrets of the world's foremost sales gurus. Bestselling author Philip Delves Broughton tracked down anyone who could help him understand what it took to achieve greatness in sales, from technology billionaires to the most successful saleswoman in Japan to a cannily observant rug merchant in Morocco. The wisdom and experience Broughton acquired, revealed in this outstanding book, demonstrates as never before the complex alchemy of effective selling and the power it has to overcome challenges we face every day.

Citing a disparity between the models taught in business schools and the practices of the real world, a business and marketing educator shares essential principles in such areas as sales and strategy and offers advice on making the most of every career stage.

Playful and thought-provoking, The Art of Business Value explores what business value means, why it matters, and how it should affect your software development and delivery practices. More than any other IT delivery approach, DevOps (and Agile thinking in general) makes business value a central concern. This book examines the role of business value in software and makes a compelling case for why a clear understanding of business value will change the way you deliver software.

Are you just starting in Voiceover? Do you have some experience, but aren't getting booked? Are you a working pro who wants to expand to new areas of VO work? The Art of Voice Acting is a must read if you are serious about a profession in voice over and looking to maximize your efforts for success in the business. Packed with basic acting techniques in The Art of Voice Acting, you will discover * All new scripts * 20 more pages of new and updated information * A completely new chapter of studio stories and 'tricks-of-the-trade' from professional voiceover talent around the world * Updated information for voiceover demos and marketing * A comprehensive index that makes it easy to find what you're looking for * More voice and acting techniques * Contributions from some of the top voice talent in the world * Audio content with the actual audio for every script in the book, <http://voiceacting.com/aovaextras/> * PLUS: exercises, demos and more! Written in an accessible and engaging style Alburger shares his experience as a performer, producer, director and performance coach to give you a clear no nonsense introduction to the business and art of voice acting. Audio content and images from the books are available at <http://voiceacting.com/aovaextras/>

'The very best book on the subject ever published' Bernard Ewell, Personal Property Journal (the trade publication of the American Society of Appraisers) The art world can appear impenetrable to the beginner. This classic book, in print since 1990, is an invaluable primer that will help anyone to penetrate the thickets of inscrutable 'insider info' and esoteric jargon. Updated for today's art market, including online buying, The Art of Buying Art is without a doubt the most accessible book on how to research, evaluate, price and buy artworks - for anyone who wants to buy art. No previous knowledge of art or the art business is necessary. Topics include: · how to research and evaluate art prices like the professionals · how to build a quality collection · how to spot fakes and forgeries · how to buy art at auctions and directly from artists · how to negotiate prices · how to tell the difference between an original and a reproduction Bamberger provides the information needed to transform anyone into an informed art consumer, to protect collectors from bad buys and to help them locate the best art at the correct prices. Reveals how and why private companies support the arts. In time of global competition and the withdrawal of government support, corporate patronage is crucial to the survival of the arts. This

