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## Corporate Art Consulting

*Susan Abbott*

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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

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