Allworth Press

Books with Ideas and Solutions

Summer 2009 Catalog

Summer 2009 Catalog.indd 1 10/29/08 8:05:54 AM

Allworth Press

Dear Friends,

I remember my delight as a child when I discovered that any publisher would send you a free catalog simply for the asking. If I found a book that I liked, perhaps at our local library, I would study the publisher's name and the city (often New York) in which the company was located. To a boy growing up in the country, these far away publishers situated in the great cities of the world held an allure and a mystery, for they promised me and every other child (I didn't think of adults at the time) the magical pleasures of reading. I would find the publisher's name and address (usually on the copyright page), and in my childish scrawl on a postcard that cost two cents to mail, I would politely request that they send me their current catalog. What joy when it finally arrived! Even if I couldn't afford to buy the books, I could read about them and decide which ones I would buy someday when I had earned enough from mowing lawns and shoveling snow (or, a bit later, from my paper route). Now, so many years later, it's an honor to be able to offer you this catalog.

2009 is the twentieth anniversary of Allworth Press. In 1989, when I founded the company, I wanted to create a strong backlist of books that would help creative professionals in the arts to succeed. Today we have nearly 300 titles in print, and I believe we've made great progress toward the realization of that initial dream.

2009 is also remarkable in another way. Starting on April 1st, Allworth Press will be distributed by Random House Publishing Services, one of the premier distributors in the world. We are delighted with this new partnership and look forward to reaching out ever more effectively to our readership of creative professionals.

We remain fortunate to have many prestigious institutions join us on a title-by-title basis as copublishers, including the American Institute of Graphic Arts, the American Society of Media Photographers, the Authors Guild, the Design Management Institute, the Graphic Artists Guild, and the School of Visual Arts.

Our front list for Summer 2009 includes five titles in keeping with our mission—*Starting Your Career as an Interior Designer*, *Selling Your Photography*, *How to Start and Run a Commercial Art Gallery*, *Marketing Interior Design*, and *Branding the Man*. Our hope is that *Branding the Man* will be received with the same enthusiasm as *Emotional Branding*—one of our best-selling titles.

We look forward to continuing to create books with ideas and solutions that serve the community of creative professionals.

Sincerely,

Tad Crawford
Publisher

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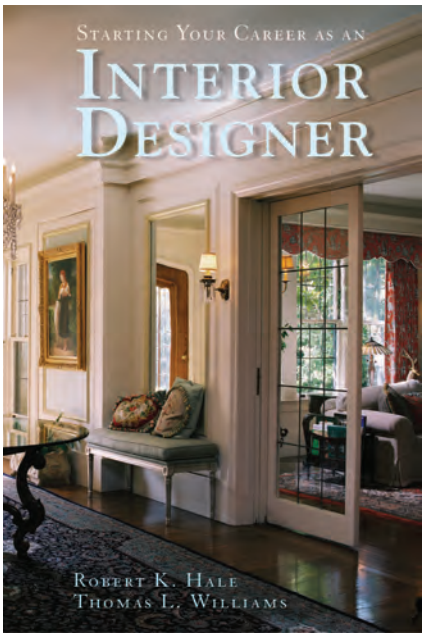
Allworth Press Online

For excerpts and more detailed information, please visit the Allworth Press Web site. You will find an expanded catalog that includes tables of contents, sample chapters, reviews, and authors' biographies. To receive our FREE e-mail newsletter, fill out our sign-up form at: **http://www.allworth.com.** Or just send us an e-mail that says "subscribe" in the subject line to: **PUB@allworth.com**



A hands-on how-to for those ready to start an interior design business

Starting Your Career as an Interior Designer

Robert K. Hale and Thomas L. Williams

- A comprehensive design education from long-standing professionals in the field
- Filled with case studies, personal anecdotes, and insider advice delivered in an honest and humorous manner
- Contains all the necessary tools and strategies for aspiring entrepreneurs to successfully launch and grow a start-up interior design business

Finally, aspiring interior designers have a complete guide to everything they need to know about starting their own business! This insider's guide contains all the necessary tools and strategies to successfully launch and grow a professional design business in the ultra-competitive world of residential interior design. Drawing extensively from the authors combined fifty-three years of experience, chapters include case studies and lesson plans and address issues such as how to pick a design field to enter post-graduation, land clients and referrals, market and position your business, bid competitively on projects, manage sales, organize budgets, manage start-up costs and cash flow, and make profits. Readers will find a comprehensive history of the business side of interior design as well as various career tracks available to today's budding entrepreneurs. Explanations are given in an engaging manner with humorous personal anecdotes from the authors and other experienced interior design professionals. Any beginning interior designer or student looking for practical advice on the ins and outs of running a design firm will need this one-stop guide.

Robert K. Hale has opened and successfully managed residential design offices in Philadelphia, London, Baltimore, and, most recently, cofounded Hale-Williams Interior Design, with offices in Carmel and Palm Springs, California. He has appeared with his partner, Thomas L. Williams, on the popular television show *Designers' Challenge*, and is a member of the Best Practices Network, a division of Designing Profits, Inc., a national group dedicated to the business of interior design. He lives in Carmel, California.

Thomas L. Williams is the author of *20/20: IFDA's Vision for the Future*, a series of articles on design and the business of interior design, and has taught business practices for interior designers at Monterey Peninsula College. A cofounder of Hale-Williams Interior Design, he has drawn on his years of experience with interior design firms to create, with Robert, seminars and multi-day classes for private schools. An avid writer on his blog, *The Business of Interior Design*, he lives in Carmel, California.

256 pages • 6 x 9 • **978-1-58115-659-1** • $24.95 • Trade Paperback

MAY 19, 2009 • Interior Design / Careers

Territories: U.S. • **All Rights:** Allworth Press

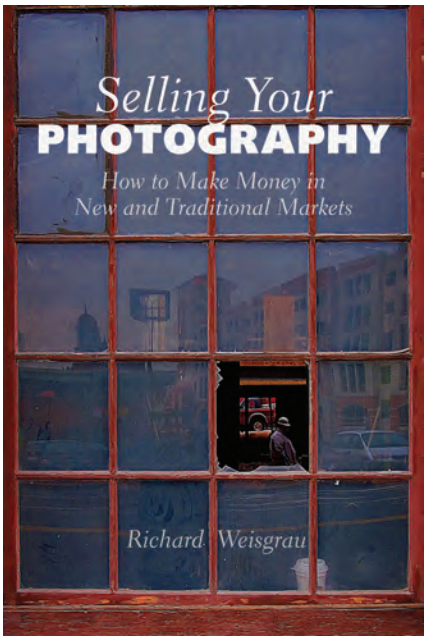
Summer 2009 Catalog.indd 4 10/29/08 8:05:57 AM

All the tools photographers need to find outlets to sell their images and build their careers

Selling Your Photography

How to Make Money in New and Traditional Markets

Richard Weisgrau



- An insider's guide to the entire range of photography markets, including technical and aesthetic requirements and how to break in
- Explains assignment and stock photography, what it takes to succeed, and the different business approaches for the part-time and full-time professional photographer
- Details the nature of the photographer/client relationship with editors, art directors, and communication directors and why each is crucial to success

Here is the roadmap to help photographers find their way through the complex marketplace and sell their images! *Selling Your Photography* provides advice for finding opportunities in virtually every publishing medium: magazines, newspapers, books, posters, stock distributors, greeting cards, calendars, brochures, paper products, packaging, point of purchase displays, print and Web ads, publicity kits, annual reports, websites, films, CD-ROMs, DVDs, and more! Professional photographer and former ASMP executive director Richard Weisgrau gives advice on reselling photos and provides money-making tips that are alone worth more than the cost of the book. This volume covers the different approaches to making money for both the full- and part-time professional photographer with a special section on the relationship between the photographer and key contacts such as client editors, art directors, and communication directors.

Richard Weisgrau was the executive director of the American Society of Media Photographers (ASMP) for fifteen years. He has lectured and written extensively on the business of photography. A professional photographer for more than twenty years, he is the author of *The Real Business of Photography* and *The Photographer's Guide to Negotiating*, and the coauthor of *Licensing Photography*, all published by Allworth Press. He lives in Narbeth, Pennsylvania.

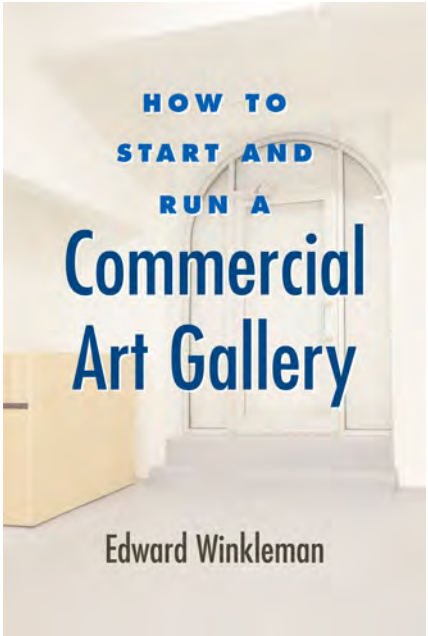
224 pages • 6 x 9 • 10 black & white illustrations

978-1-58115-660-7 • $24.95 • Trade Paperback

JUNE 2, 2009 • Photography

Territories: U.S. • **All Rights:** Allworth Press

Summer 2009 Catalog.indd 5 10/29/08 8:06:01 AM



Learn what it takes to turn your passion for art into a successful art gallery venture

How to Start and Run a Commercial Art Gallery

Edward Winkleman

- Demystifies the daily tasks of running a successful art gallery
- Detailed chapters provide a step-by-step process for writing a business plan
- Proven advice from a successful New York gallery owner and author of a highly influential art world blog

Aspiring and new art gallery owners can now find everything they need to plan and operate a successful art gallery in this comprehensive volume. As individual as the strong personalities who tend to own them, most art galleries are organically grown operations in which many of their practices are learned on the job or innovated as they grow. While there are some generally agreed upon industry standards as to how a gallery is run, there are few hard and fast rules. This book demystifies the day-to-day tasks involved in running a commercial art gallery, providing in-depth chapters on such issues as managing cash, logistics, staff and management practices, and publicity and promotion. Comprehensive chapters provide essential information on how to find and retain both artists and collectors. For those looking to start a new venture, step-by-step chapters are provided on what you should know before starting a gallery, defining your program, business models, and where to find start-up capital—all culminating with complete guidelines on how to write a commercial art gallery business plan. Combining a sound business approach with a recognition of the importance of passion in making a gallery a successful venture, this book is an indispensable resource for anyone yearning to get into the art business.

Edward Winkleman began his career in the New York art world with a series of guerilla-style exhibitions organized under the name "hit & run." In May 2001 Winkleman co-founded Plus Ultra Gallery with Joshua Stern in the Williamsburg district of Brooklyn. Gallery exhibitions have been reviewed in *Artforum*, *Art in America*, *Flash Art*, *The New Yorker*, *Time Out New York*, *Art on Paper*, and more. Winkleman Gallery moved into Chelsea in March 2006, and has participated in art fairs such as ARCO, Art Chicago, Pulse, Year 06, Aqua, and NADA. His gallery's artists have exhibited in some of the world's most important venues, including the Venice Biennale, the Getty Center in Los Angeles, the Singapore Biennale, and more. He lives in New York.

256 pages • 6 x 9 • **978-1-58115-664-5** • $24.95 • Trade Paperback

JULY 14, 2009 • Art / Business

Territories: U.S. • **All Rights:** Allworth Press

Summer 2009 Catalog.indd 6 10/29/08 8:06:02 AM

An instructive and inspiring guide for interior designers to capitalize on their earning potential

Marketing Interior Design

Lloyd Princeton

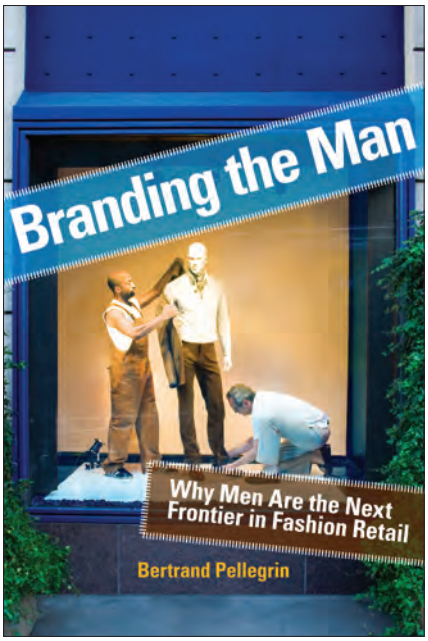
- Author is a prominent New York and Los Angeles-based marketing consultant and motivational speaker to designers
- Complete how-to guide to the business of being an interior designer
- Inspiring and motivational writing that draws from the author's frequent lectures

Top consultant Lloyd Princeton shares his secrets for like-minded professional interior designers who want to reach the next level of success. Chock full of detailed examples and suggestions for preparing for interviews with clients, getting leads for new clients, devising contracts, creating an impressive portfolio, developing marketing materials, negotiating the best deal, and establishing yourself as a brand, *Marketing Interior Design* will educate established interior design entrepreneurs while also motivating them to get more for their services.

Lloyd Princeton is the founder and principal consultant of Design Management Company, a New York City and Los Angeles-based consulting firm with a proven record of success in helping design professionals increase revenue, gain media exposure and develop their businesses. He is a frequently sought-after consultant and motivational speaker, working with such respected trade associations as the American Society for Interior Designers and the Interior Design Society, international manufacturers including Kravet, Ralph Lauren, and Kohler, and numerous design centers and individual showrooms throughout North America. The author of frequent articles in national and regional trade publications, he lives in Los Angeles.

256 pages • 6 x 9 • **978-1-58115-662-1** • $24.95 • Trade Paperback
JULY 28, 2009 • Interior Design / Marketing
Territories: U.S. • **All Rights:** Allworth Press

Summer 2009 Catalog.indd 7 10/29/08 8:06:04 AM



A provocative look at what makes a guy buy and concrete solutions to help retailers attract this elusive market

Branding the Man

Why Men Are the Next Frontier in Fashion Retail

Bertrand Pellegrin

- Savvy advice from an international expert in brand development and business consulting
- A blueprint for men's wear retail environments on virtually every level: store design, buying/sourcing, merchandising, marketing and advertising, and promotion
- Practical ideas and concepts that can be applied to the men's retail market across spectrums from consumer electronics, fashion, and automobiles to everyday commodities and consumer goods

Men are purchasing more clothes, shoes, health and beauty products, and personal care services than ever before. Yet, the world of men's retail has remained frozen in time, with the same century-old style of merchandising and selling. Today's store must not simply provide, but educate the male customer, who is hungry for something more than the usual khakis and polo shirts. To better attract this new wave of interested consumers, products in the U.S. must be merchandised and sold in a completely different manner. The design and branding of a man's store ought to make men *want* to go shopping. *Branding the Man* offers retailers, buyers, and marketers strategic solutions to revolutionize men's retail via some relatively simple conceptual strategies. Author Bertrand Pellegrin utilizes his years as a retail strategist to help retailers understand classic men's environments—ones where men are most naturally inclined to spend time—and leverage the opportunities that arise from these "comfort zones" to engage and sell to the male customer. *Branding the Man* immerses the reader in a discussion of men's retail environments spanning every level: store design, buying/sourcing, merchandising, marketing and advertising, and promotion and lays out a blueprint for how men can be developed as the "next frontier" in retail.

Bertrand Pellegrin is a senior retail strategist with Gensler San Francisco specializing in brand development, strategic positioning, and creative direction for global projects in architecture and design. Previously he was the Asia-Pacific director of marketing for the luxury department store brand Lane Crawford (Hong Kong) Ltd. He has also provided his expertise as a brand development consultant for Louis Vuitton (LVMH), Gucci, and Lotte Department Stores in Korea, among others. Mr. Pellegrin is also a veteran of U.S. network television, producing and directing numerous award-winning programs for which he received three Emmy Awards. He lives in San Francisco.

224 pages • 6 x 9 • 25 black-and-white illustrations

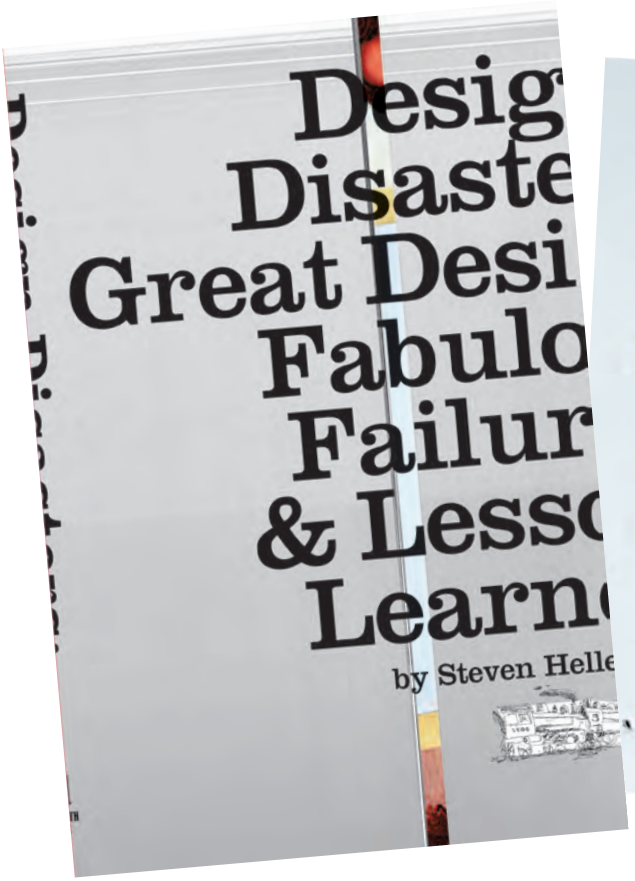
978-1-58115-663-8 • $27.50 • Hardcover

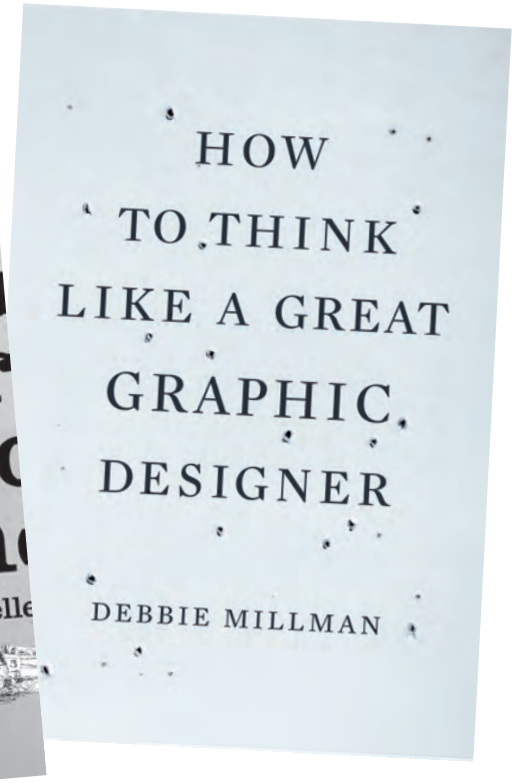
AUGUST 25, 2009 • Business / Retailing

Territories: U.S. • **All Rights:** Allworth Press

Summer 2009 Catalog.indd 8 10/29/08 8:06:10 AM

Design Practice





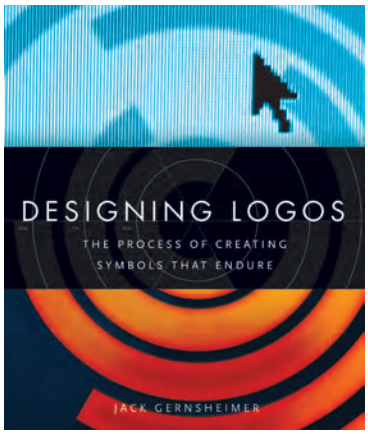
Design Disasters
Great Designers, Fabulous Failures, and Lesson Learned
Edited by Steven Heller
6 x 9, 240 pages, Paperback, $24.95

Find out how designers have turned defeat into victory. In the first book of its kind, this collection of essays by today's top designers and design thinkers explores the flip side of success to bring insight, solace, and energy to the act of failure.
ISBN 978-1-58115-652-2 2008

How to Think Like a Great Graphic Designer
Debbie Millman
6 x 9, 248 pages, Paperback, $24.95

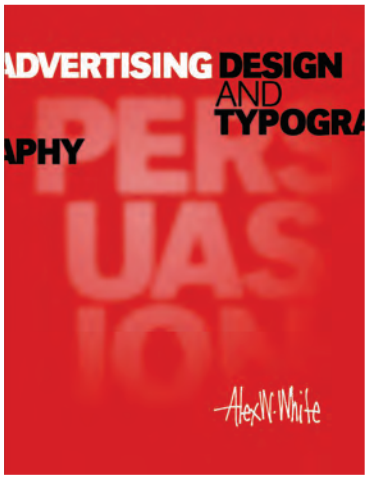
In a series of honest and revealing interviews, some of the world's greatest living graphic designers reveal what it is that drives people to become graphic artists: how they think, how they connect to others, and what special skills they have.
ISBN 978-1-58115-496-2 2007

Summer 2009 Catalog.indd 9 10/29/08 8:06:14 AM



Designing Logos
The Process of Creating Logos
That Endure
Jack Gernsheimer
8 1/2 x 10, 224 pages, 300 color
illustrations, Paperback, $35.00

What makes a logo good or bad? Designers, marketing and branding specialists, educators, and students will learn in this comprehensive guide what it takes to create an enduring symbol.
ISBN 978-1-58115-649-2 2008



Advertising Design and Typography
Alex W. White
8 3/4 x 11 1/4, 224 pages, 1500 color
illustrations, Hardcover, $50.00

This comprehensive overview of advertising design strategies helps students and professionals understand how to create ads that cut through the clutter. Design principles such as unity, contrast, hierarchy, dominance, scale, abstraction, and type and image relationships are thoroughly discussed.
ISBN 978-1-58115-465-8 2007

The Elements of Graphic Design
Space, Unity, Page Architecture,
and Type. By Alex W. White
6 1/8 x 9 1/4, 160 pages, Paperback,
350 b&w illustrations, $24.95

This book illuminates the role of each design element and how it can be rendered more effective by including white space in the page architecture. ". . . a new design primer that's set to become a classic."—*Dingbat Magazine*
ISBN 978-1-58115-250-0 2002

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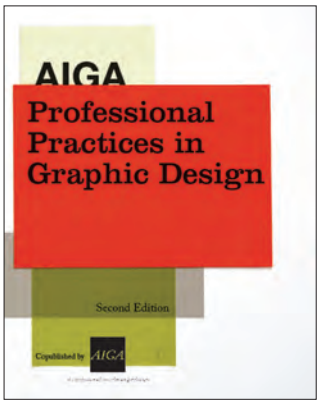
Design Practice

Building Design Strategy
Using Design to Achieve Key
Business Objectives
Edited by Thomas Lockwood and Thomas Walton
6 x 9, 272 pages, Paperback, $24.95

Use design to solve business problems in innovative ways! Executives and managers will find provocative essays from key players and analysts that provide dozens of ideas for creating and maintaining a successful corporate design strategy. Topics include thinking ahead; adapting to challenges; using design to convey ideas; and more. ISBN 978-1-58115-653-9 2008

Corporate Creativity
Developing an Innovative Organization
Edited by Thomas Lockwood and Thomas Walton
6 x 9, 256 pages, 100 b&w illustrations, Paperback, $24.95

This stimulating anthology explores personal, team, and organizational creativity. Packed with insights from the most respected names in the industry, essays explore managing creative staff, improving the creative abilities of employees, taking risks, designing teams, integrating design and corporate philosophy in the management process, branding, and much more. ISBN 978-1-58115-656-0 2009



AIGA Professional Practices in Graphic Design
Second Edition
Edited by Tad Crawford
6 x 9, 336 pages, Paperback, $29.95

This guide to professional practice is now revised and updated to cover Web, interactive, and motion graphics, green design, potential repercussions of legislation on Orphan Works, and much more. "Provides definitive guidelines on all aspects of the graphic design business."—FYI. ISBN 978-1-58115-509-3 2008

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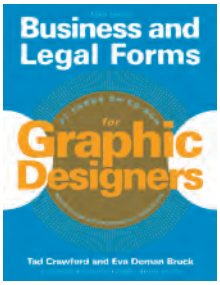
Green Graphic Design
Brian Dougherty with Celery
Design Collaborative
6 x 9, 212 pages, Paperback,
81 b&w illustrations, $24.95
Be among the first graphic designers to shift toward sustainable or green design. Discover how simple eco-friendly changes in the paper, printing, binding, shipping, packaging, and budgeting of products can add clarity, profitability, innovation, and meaning to any design project. ISBN 978-1-58115-511-2 2008

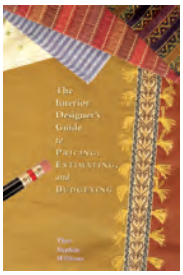


Business and Legal Forms for Graphic Designers
Third Edition
Tad Crawford and Eva Doman Bruck
8 1/2 x 11, 160 pages, Paperback (includes CD-ROM), $29.95
"An essential book for all design offices."
—*Communication Arts*. ISBN 978-1-58115-274-6 2003

Starting Your Career as a Freelance Illustrator or Graphic Designer
Revised Edition. Michael Fleishman
6 x 9, 272 pages, 80 b&w illus., Paperback, $19.95
"A great deal . . . is packed into the book's chapters."
—*The Artist's Magazine*. ISBN 978-1-58115-199-2 2001

The Graphic Designer's Guide to Pricing, Estimating, and Budgeting
Theo Stephan Williams
6 3/4 x 9 7/8, 208 pages, Paperback, $19.95
Here is a one-stop source of indispensable, innovative methods for achieving productivity and profitability in every area of a graphic design business. Included are step-by-step strategies for pricing on the Internet, negotiating effective pricing with clients, and more. "Provides useful information for owners of design businesses."—*Book News*. ISBN 978-1-58115-098-8 2001

The Interior Designer's Guide to Pricing, Estimating, and Budgeting
Theo Stephan Williams
6 x 9, 208 pages, Paperback, $19.95
"An essential handbook. A thorough, up-to-date guide for the serious interior design entrepreneur."—*ASID Icon*. ISBN 978-1-58115-403-0 2005



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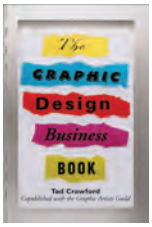
Design Practice

Designing Magazines
Inside Periodical Design, Redesign, and Branding. Jandos Rothstein. 8 1/2 x 11, 208 pages, Paperback, 122 b&w illustrations, $35.00. Thirty-five experienced editors, in-house designers, and consultants present their views and insights on the goals and process of magazine design. ISBN 978-1-58115-499-3 2007



The Graphic Design Business Book
Tad Crawford
6 x 9, 240 pages, Paperback, $24.95
"Critical business information every graphic designer needs in one handy volume."—*Creative Latitude*
ISBN 978-1-58115-430-6 2005

Creating the Perfect Design Brief
How to Manage Design for Strategic Advantage
Peter L. Phillips
6 x 9, 224 pages, Paperback, $19.95
"Purchase this volume and get off on the right foot."—*Communication Arts*
ISBN 978-1-58115-324-8 2004

Design Management
Using Design to Build Brand Value and Corporate Innovation. Brigitte Borja de Mozota. 6 x 9, 288 pages, Paperback, $24.95. "Suggested reading."
—*Design Management Journal*
ISBN 978-1-58115-283-8 2003

Selling Graphic and Web Design
Third Edition. Donald Sparkman
6 x 9, 240 pages, Paperback, $24.95
"One of the top books recommended by the movers and shakers of design."
—*Critique*. ISBN 978-1-58115-459-7 2006

Graphic Designer's Guide to Clients
How to Make Clients Happy and Do Great Work. Ellen Shapiro
6 x 9, 256 pages, Paperback, $19.95
Renowned graphic designers reveal their personal experiences and insights.
ISBN 978-1-58115-276-0 2003

How to Start and Operate Your Own Design Firm
A Guide for Interior Designers and Architects, Second Edition
Albert W. Rubeling, Jr., FAIA
6 x 9, 256 pages, Paperback, $24.95
Here is the step-by-step guide through the entire process of establishing a business—from developing a strategic business plan and financial planning to the basics of setting up and running your office. ISBN 978-1-58115-474-0 2007

Business and Legal Forms for Interior Designers
Tad Crawford and Eva Doman Bruck
8 1/2 x 11, 240 pages, Paperback (includes CD-ROM), $29.95
"A comprehensive guide to business organization and legalities."—*Library Journal*. ISBN 978-1-58115-097-1 2001

Breaking Into Graphic Design
Tips from the Pros on Finding the Right Position for You
Michael Jefferson
6 x 9, 208 pages, Paperback, $19.95
"Offers suggestions for conducting a successful work search."—*Book News*
ISBN 978-1-58115-421-4 2005

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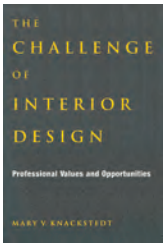
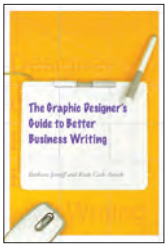
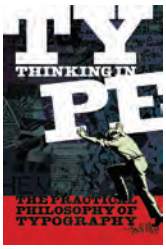


The Challenge of Interior Design
Professional Values and Opportunities
Mary V. Knackstedt
6 x 9, 272 pages, Paperback, $24.95
Answers the most pressing questions facing designers today on where the business is and where it is going.
ISBN 978-1-58115-506-8 2008



The Graphic Designer's Guide to Better Business Writing
Barbara Janoff and Ruth Cash-Smith
6 x 9, 288 pages, Paperback, $19.95
"This volume is a good place to start addressing any of your shortcomings."—*Step Inside Design*
ISBN 978-1-58115-472-6 2007

Editing by Design
For Designers, Art Directors, and Editors—The Classic Guide to Winning Readers. Third Edition. Jan V. White.
8 1/2 x 11, 256 pages, Paperback, 50 color, 525 b&w illus., $29.95.
"Highly recommended."—*Library Journal*.
ISBN 978-1-58115-302-6 2003



Thinking in Type
The Practical Philosophy of Typography
Alex W. White
6 x 9, 224 pages, Paperback, 2000 b&w illus., $24.95
"Puts the whole field of typography in perspective."—*Microsoft Typography*
ISBN 978-1-58115-384-2 2004

Careers by Design
A Business Guide for Graphic Designers
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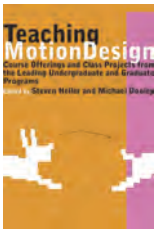

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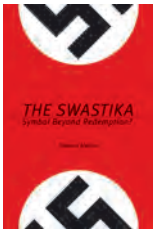

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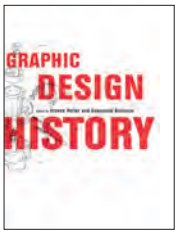

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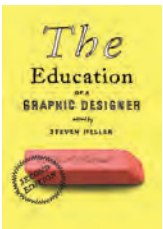

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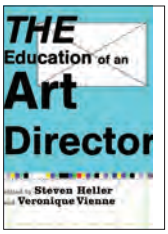

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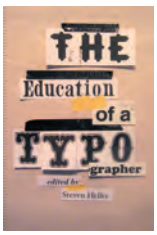

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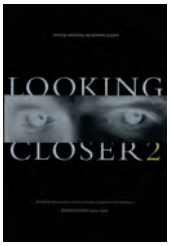

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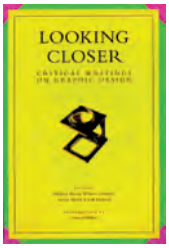

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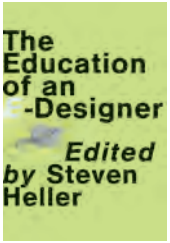

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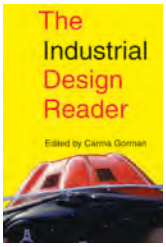

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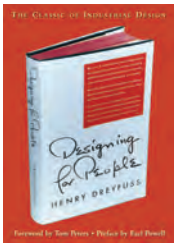

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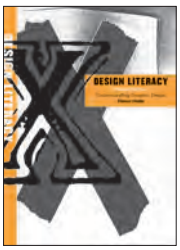

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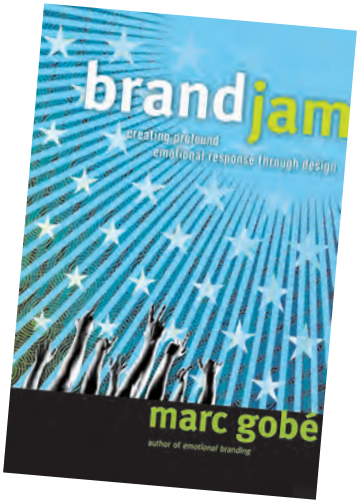

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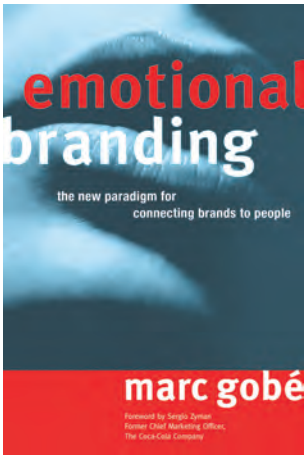

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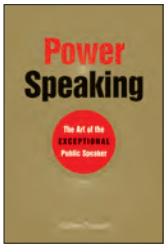

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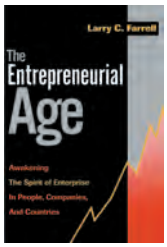

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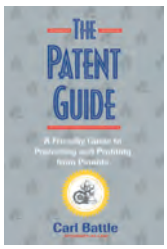

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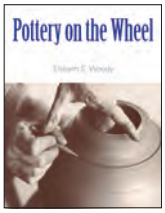

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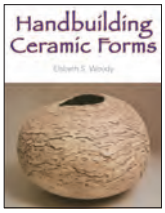

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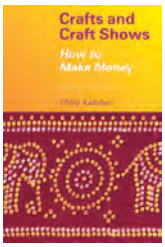

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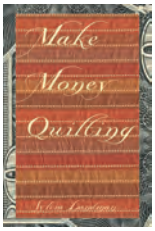

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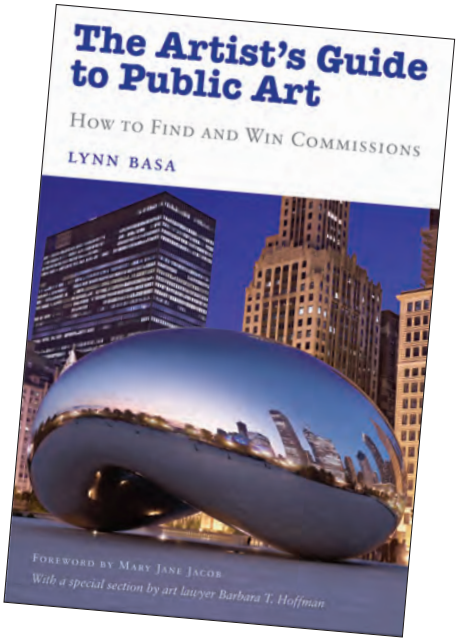

The Artist's Guide to Public Art
How to Find and Win Commissions
Lynn Basa
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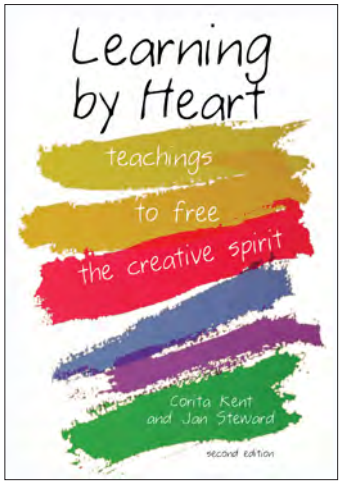
Learn how to win and produce public art commissions. For all beginning and working visual artists, this timely guide covers all of the basics needed to build and grow a career in the world of public art. ISBN 978-1-58115-501-3 2008



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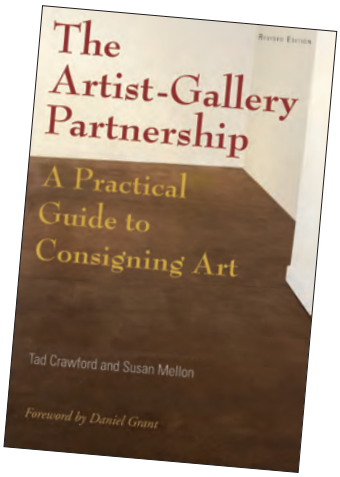

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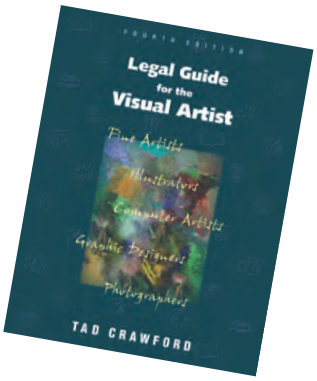

Legal Guide for the Visual Artist
Fourth Edition by Tad Crawford
8 1/2 × 11, 272 pages; Paperback, $19.95
". . . remains one of the standards in the field."
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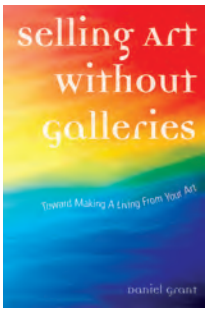

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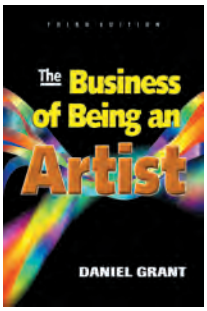

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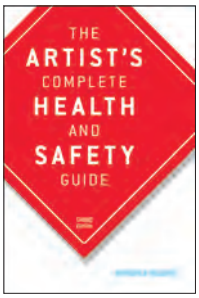

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"This collection of quotes will be an inspiration to practicing artists."
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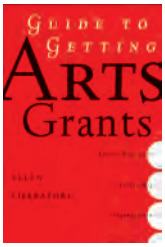
ISBN 978-1-58115-494-1 2007



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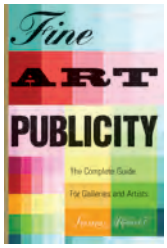

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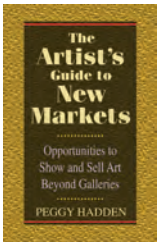

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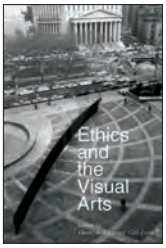

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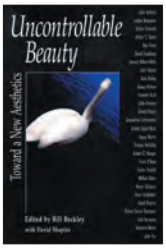

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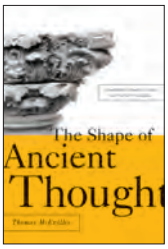

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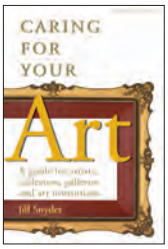

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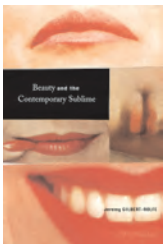

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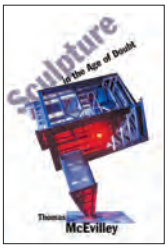

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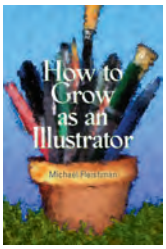

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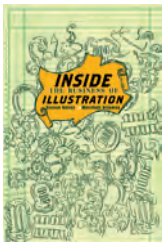

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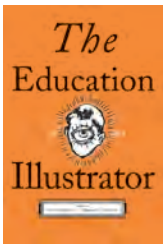

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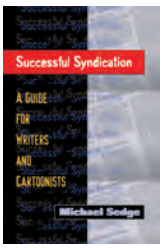

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Legal Guide for the Visual Artist
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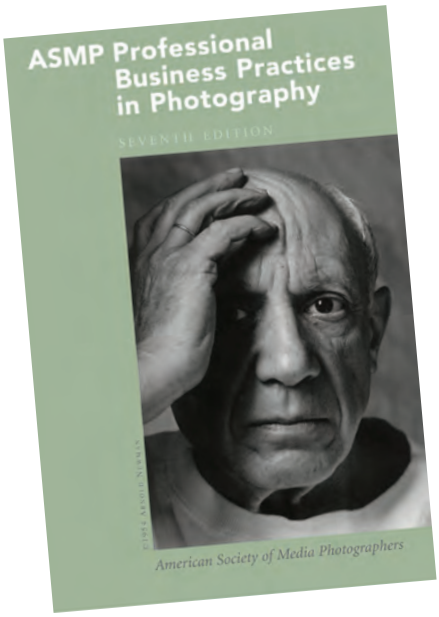

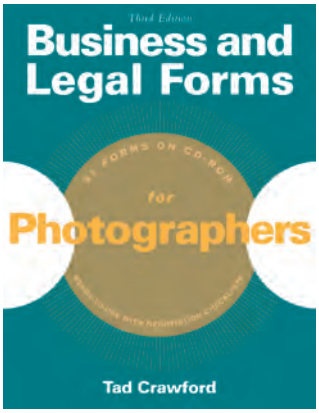

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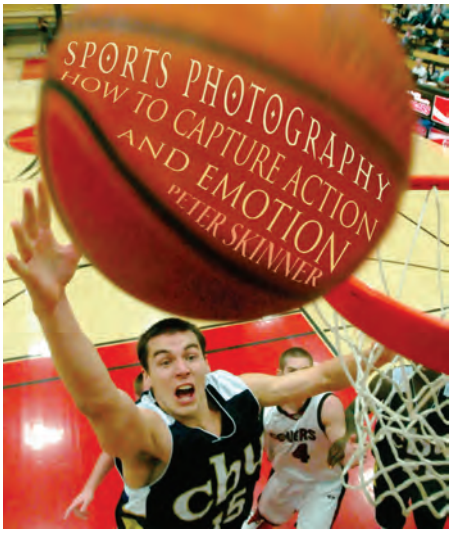

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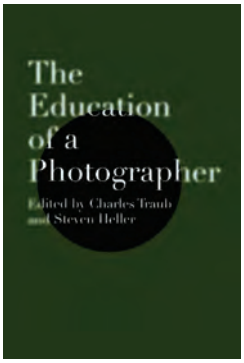

The Education of a Photographer
Charles H. Traub, Adam B. Bell, and Steven Heller, Editors. 6 x 9, 256 pages, Paperback, $19.95
"Illuminates the intuition and spirit of people making images."—*Communication Arts*
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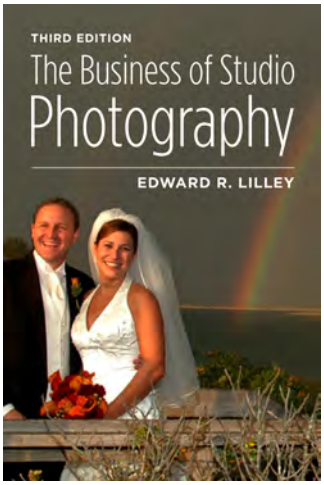

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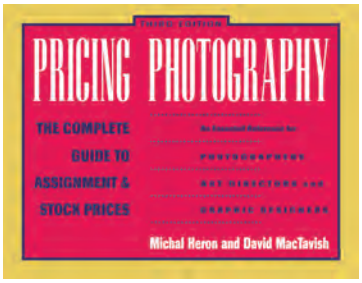

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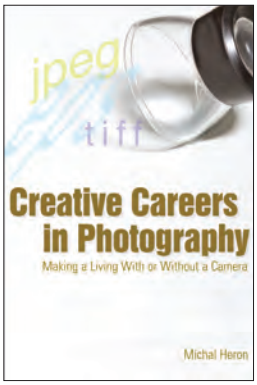

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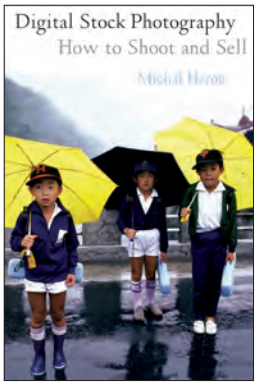
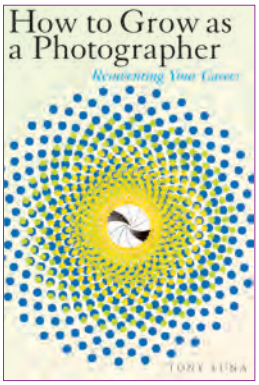
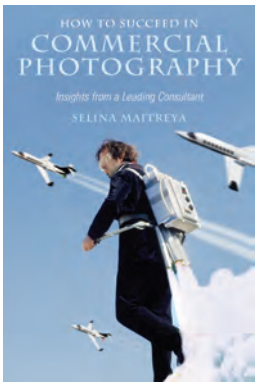


Digital Stock Photography
How to Shoot and Sell
Michal Heron
6 x 9, 288 pages, Paperback, 15 b&w images, $21.95
A treasure trove of insights on the style and concepts needed for saleable stock, and for preparing and organizing a shoot. ISBN 978-1-58115-484-9 2007



How to Grow as a Photographer
Reinventing Your Career
Tony Luna
6 x 9, 224 pages, 40 b&w illus., Paperback, $19.95. "This helpful guide is filled with informative tips and real life stories."—*Shutterbug*
ISBN 978-1-58115-446-7 2006



How to Succeed in Commercial Photography
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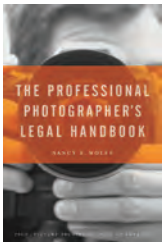

The Professional Photographer's Legal Handbook
Nancy E. Wolff
6 x 9, 272 pages, Paperback, $24.95
This real-world guide provides a clear, easy-to-read understanding of the laws affecting the industry today. A leading expert takes readers through the nuances and subtleties of copyright, trademark, contracts, and privacy.
ISBN 978-1-58115-477-1 2007

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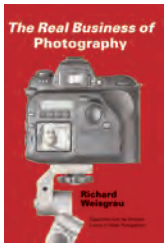
6 x 9, 288 pages, 40 b&w illus., Paperback, $21.95
The definitive guide to styling for catalogs, advertising, stock photography, magazines, and more.
ISBN 978-1-58115-452-8 2006



The Real Business of Photography
Richard Weisgrau
6 x 9, 224 pages, Paperback, $19.95
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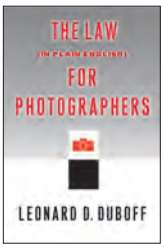
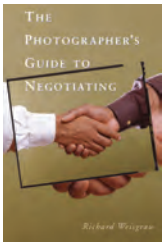
ISBN 978-1-58115-350-7 2004



The Law (in Plain English)® for Photographers
Revised Edition by Leonard D. DuBoff
6 x 9, 224 pages, Paperback, $19.95
"Before you embark on your photography career, be sure to have a look at this book."—*Shutterbug*
ISBN 978-1-58115-225-8 2002



The Photographer's Guide to Negotiating
Richard Weisgrau
6 x 9, 208 pages, Paperback, $19.95
"Offers common sense, step-by-step instruction for readers to learn to negotiate effectively."—*Photo Marketing Newsline*. ISBN 978-1-58115-414-6 2005

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Michael Sedge
6 x 9, 256 pages; Paperback, 40 b&w illus., $18.95
"A powerful self-marketing tool."
—*ASMP Bulletin*
ISBN 978-1-58115-076-6 2000

Photography Your Way
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Chuck DeLaney. 6 x 9, 336 pages, Paperback, 33 b&w illus., $24.95
"A practical and inspirational book for anyone contemplating a career in photography."—*Library Journal*
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The Photographer's Assistant
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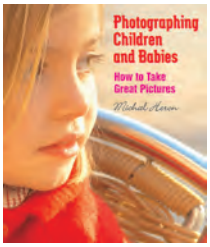
Photography



Photographing Children and Babies
How to Take Great Pictures. Michal Heron. 8 1/2 x 10, 144 pages, 248 color and b&w illus., Paperback, $24.95. "In addition to providing practical information, Heron offers suggestions for capturing a full range of moods and expressions."— *Book News.* ISBN 978-1-58115-420-7 2005

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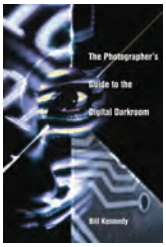
ISBN 978-1-58115-409-2 2005



The Photographer's Guide to the Digital Darkroom
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How to Shoot Great Travel Photos
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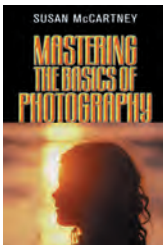
"A new how-to reference book for any serious photographer."—*Apogee Photo Magazine.* ISBN 978-1-58115-389-7 2004



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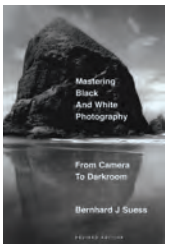

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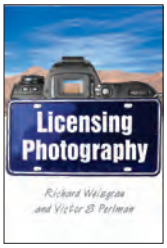

Licensing Photography
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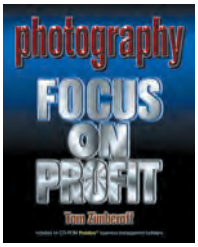
6 x 9, 208 pages, Paperback, $19.95
"This resource for professional photographers explains how to draw up profitable, legally sound agreements for the licensing of images."—*Book News*
ISBN 978-1-58115-436-8 2006



Photography: Focus on Profit
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8 x 10, 432 pages, Paperback, (includes CD-ROM), 300 b&w illus., $35
"This book provides a blueprint for building a successful photography business."—*ASMP Bulletin*
ISBN 978-1-58115-059-9 2002

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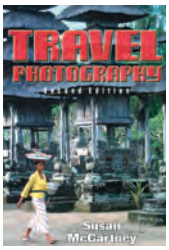
Fourth Edition by Tad Crawford
8 1/2 × 11, 272 pages; Paperback, $19.95
". . . remains one of the standards in the field."—*Photo District News*
ISBN 978-1-58115-003-2 1999



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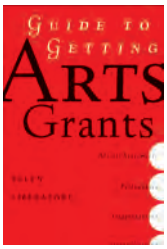

Guide to Getting Arts Grants
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6 x 9, Paperback; 272 pages, $19.95
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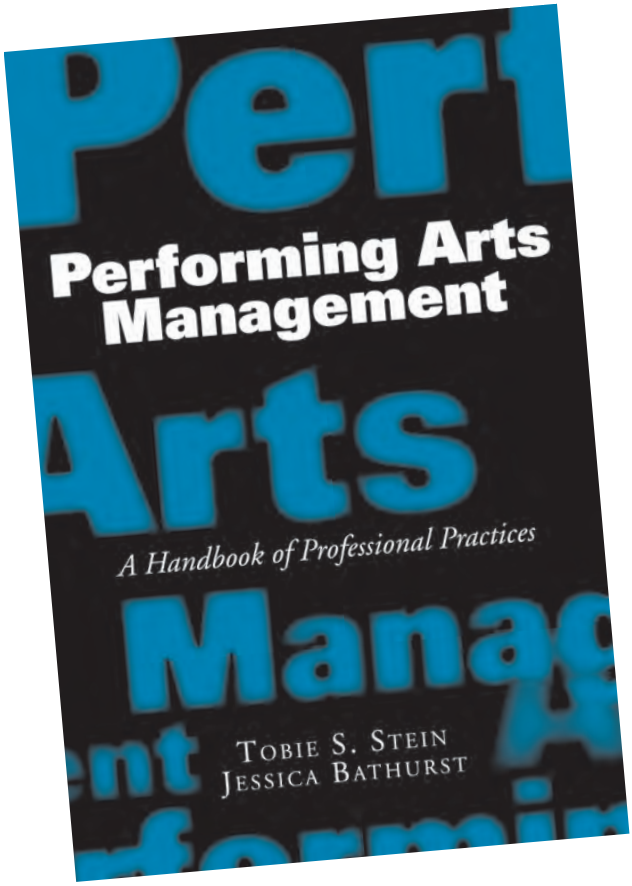
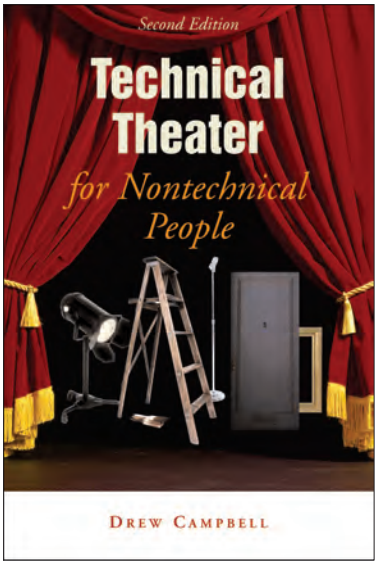


Performing Arts Management
A Handbook of Professional Practices
Tobie S. Stein and Jessica Bathurst
8 1/2 x 11, 552 pages, Paperback, $50.00

Do you know what it takes to manage a performing arts organization? In this comprehensive volume, more than 100 managers in nonprofit and commercial performing arts share their winning strategies. The entire range of performing arts is covered, from theater to classical music, opera to dance.
ISBN 978-1-58115-650-8 2008



Technical Theater for Nontechnical People
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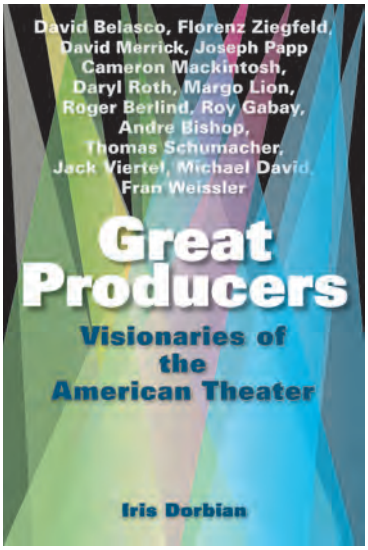

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Visionaries of the American Theater
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Meet the movers and shakers who shape what we see on Broadway! In this insider's look at the producers behind the shows, Broadway's most esteemed visionaries tell all. Chapters cover Flo Ziegfeld and David Merrick to Joseph Papp and Cameron Mackintosh to the up-and-coming generation.
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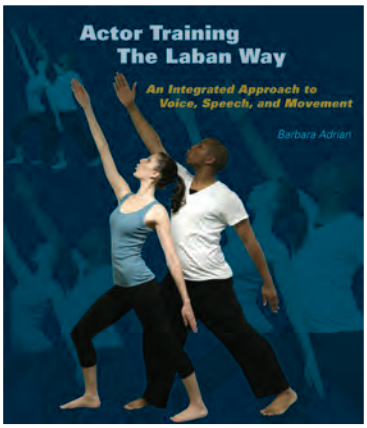

Actor Training the Laban Way
An Integrated Approach to Voice, Speech, and Movement
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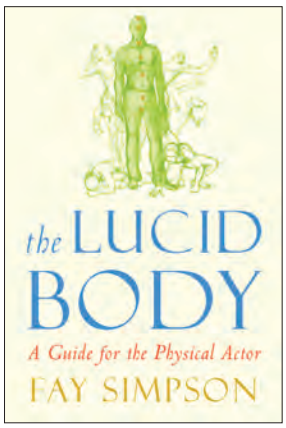

The Lucid Body
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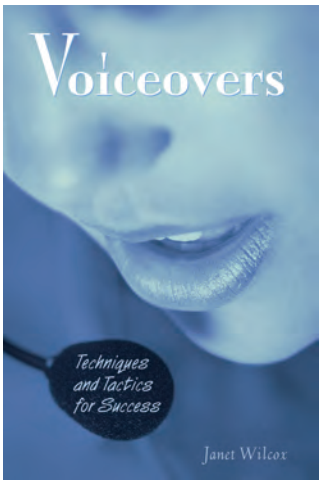

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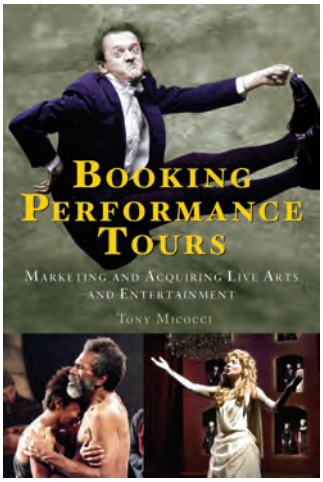

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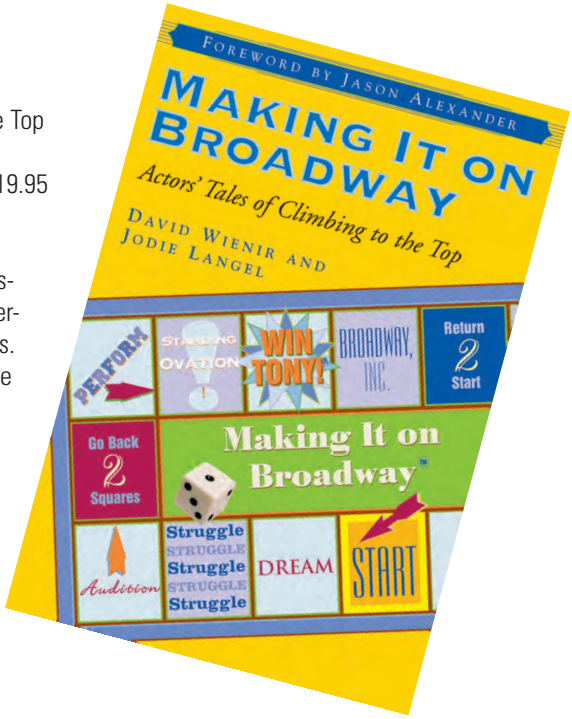

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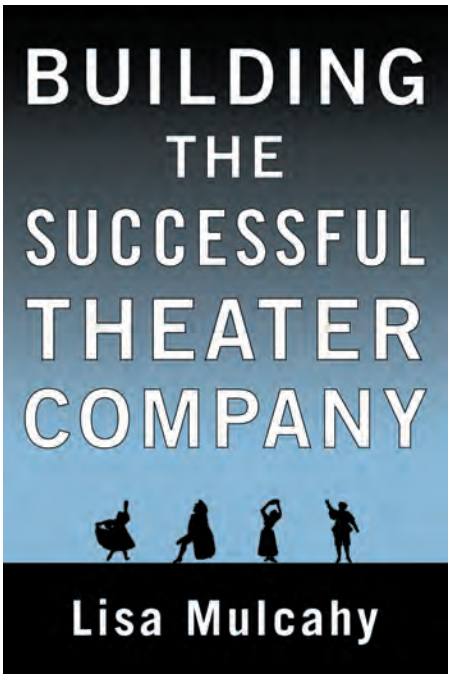
2004



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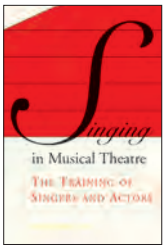

Singing In Musical Theatre
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Joan Melton. 6 x 9, 240 pages, Paperback, $19.95. Learn what it takes to have a career in musical theatre and a voice that lasts a lifetime. This insider's look into the unique demands of musical theatre establishes links between voice training for the singer and drama school training for the actor.
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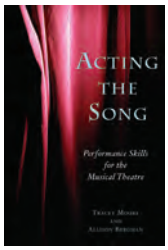

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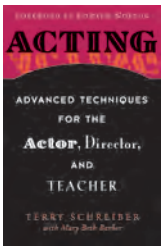
ISBN 978-1-58115-485-6 2007



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Advanced Techniques for the Actor, Director, and Teacher. Terry Schreiber.
6 x 9, 256 pages, Paperback, 10 b&w illus., $19.95. "Advises readers to work out what's truly best for them. Nicely done."—*Stage Directions*.
ISBN 978-1-58115-418-4 2005

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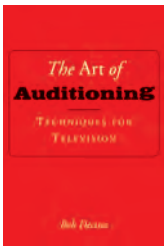
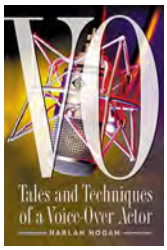


The Art of Auditioning
Techniques for Television
Rob Decina. 6 x 9, 224 pages, Paperback, $19.95. "Full of honest tips that will help you land your first role!"—WCBS-TV, New York
ISBN 978-1-58115-353-8 2004



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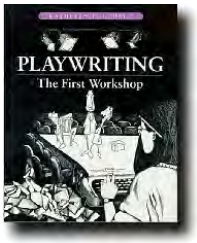
Tales and Techniques of a Voice-Over Actor. Harlan Hogan. 6 x 9, 256 pages, 26 b&w illus., Paperback, $19.95
"Mixes Hogan's stories of being in the business with tips on how to succeed."—*Adweek*. ISBN 978-1-58115-249-4 2002



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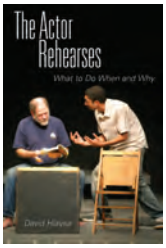

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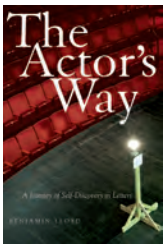

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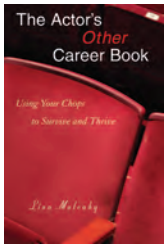

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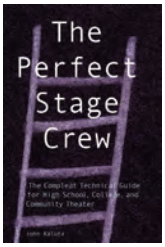

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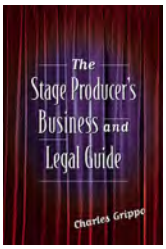

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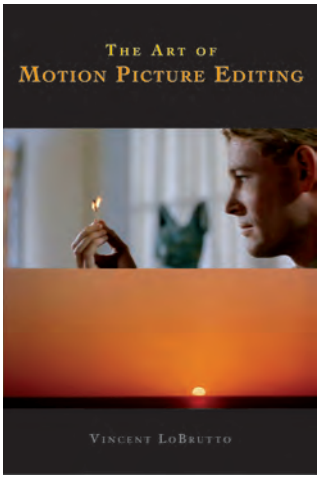

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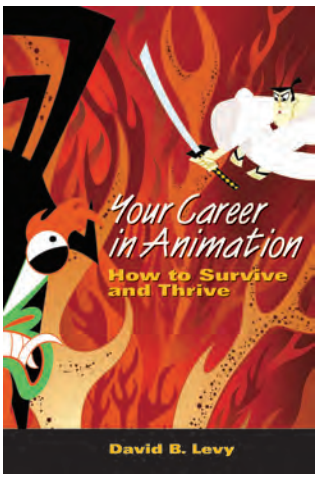

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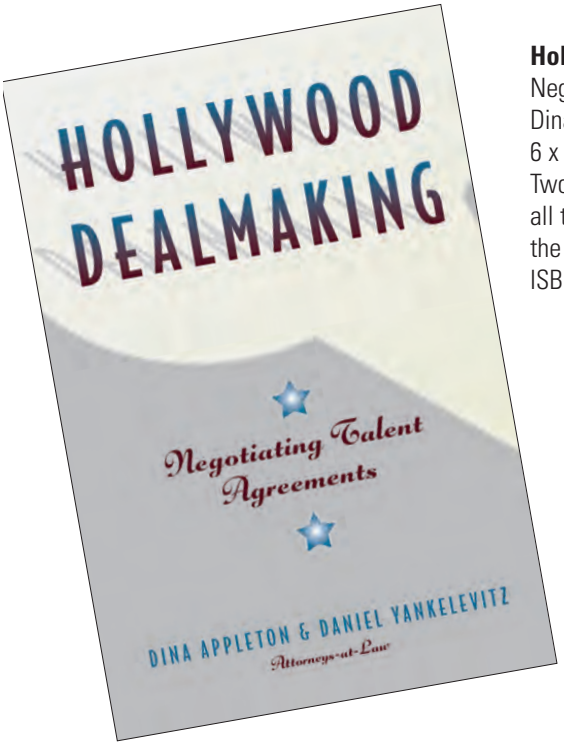

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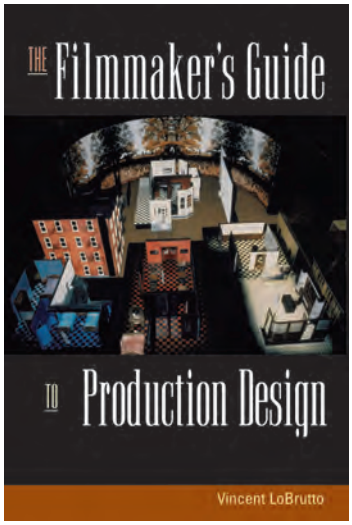

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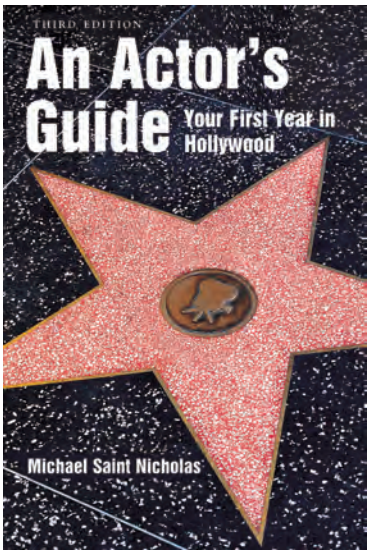

An Actor's Guide—
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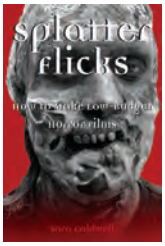

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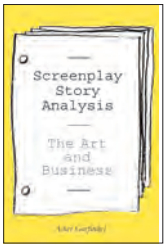

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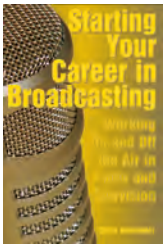

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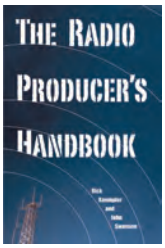

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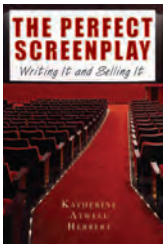

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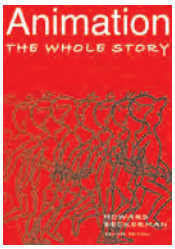

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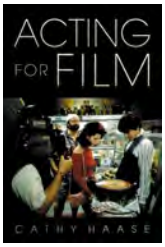

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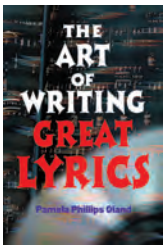

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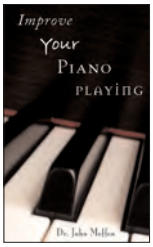

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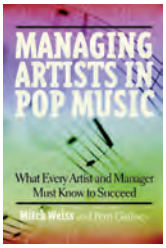
ISBN 978-1-58115-410-8 2005



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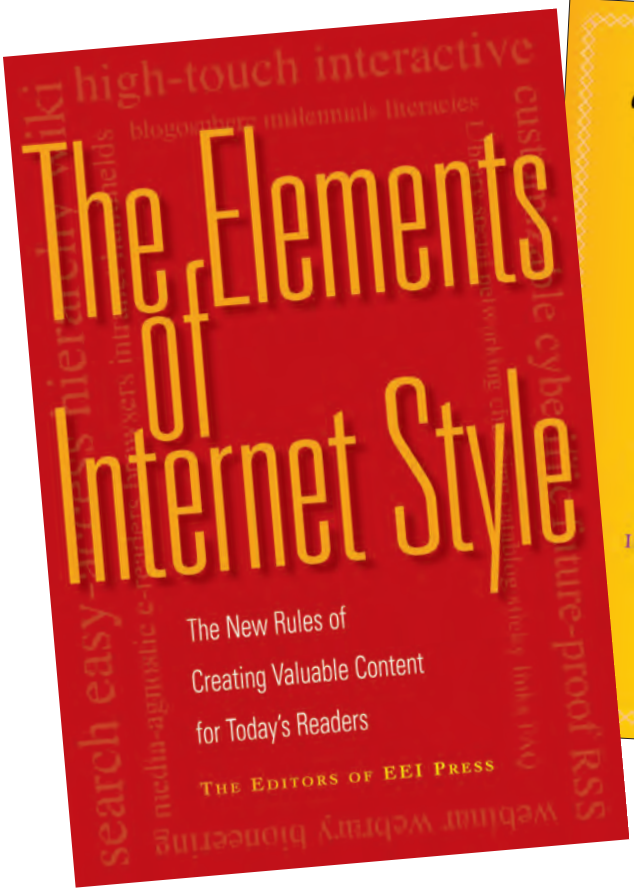

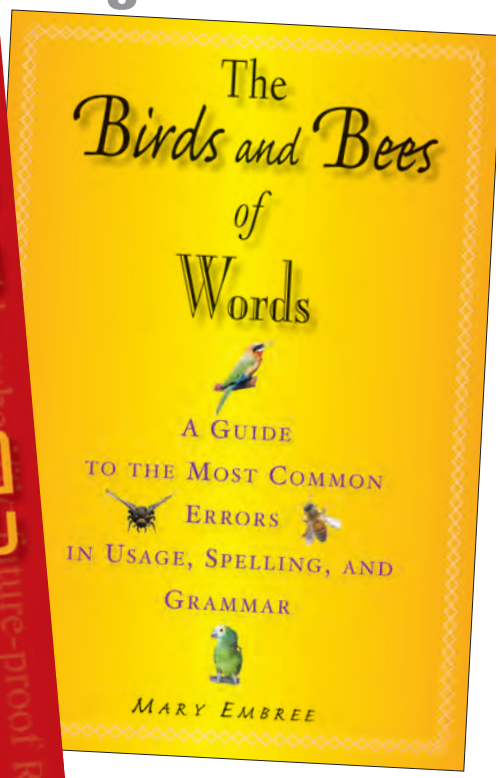

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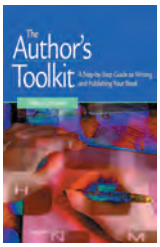

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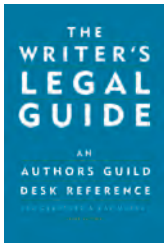

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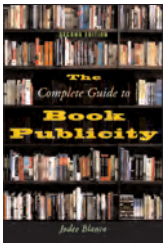

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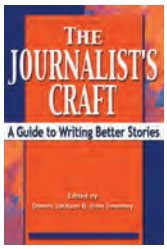

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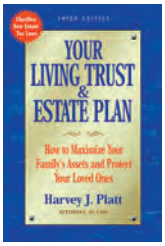

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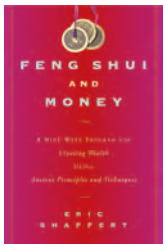

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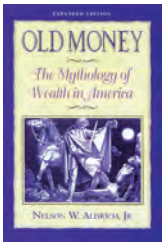

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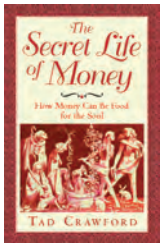

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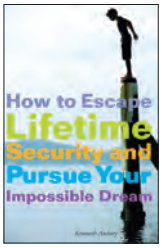

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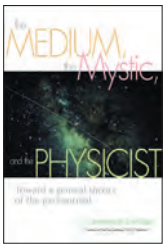

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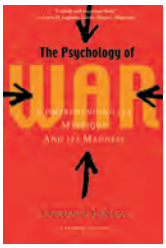

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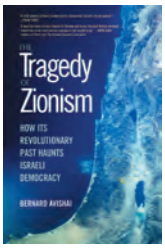

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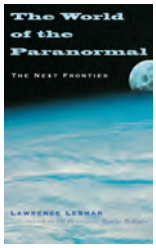

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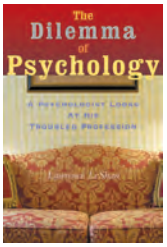

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