



Audel Promoting and Marketing Your Crafts

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DESCRIPTION

Provides the craftsperson with the guidance needed to promote, market and sell his or her arts and crafts. The book offers a wide range of techniques, starting with a business plan, and explains the processes of obtaining media exposure, locating promotional tools, and selecting outlets.

ABOUT THE AUTHOR

Edwin M. Field and Selma G. Field are the authors of Audel Promoting and Marketing Your Crafts, published by Wiley.