

Management of Art Galleries

3rd
Edition
Revised

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**Management of Art
Galleries (pdf) Magnus
Resch**

Book details

Author : Magnus Resch Pages : 152 pages Publisher :
Phaidon Press Language : ISBN-10 : 0714877751 ISBN-
13 : 9780714877754

Synopsis book

The latest edition of the bestselling guide to running a successful gallery, told from the expert perspective of art-world insiders. What makes an art gallery successful? How do galleries ensure their marketing is right? How should galleries best approach new markets and customers, while still serving their loyal clientele? Based on the results of an anonymous survey sent to more than 8,000 galleries in the US, UK, and Germany, Magnus Resch's insightful examination of the business of selling art, newly updated and revised, is a compelling read, with an approach that is both aspirational and practical.

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