



## Making Art Work: A Case Study of Creative Skills Monetization in a Non-Traditional Way

---

By Ekaterina Dorozhkina

Createspace, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.When a Russian marketer moves to New York City and meets Indonesian-born artist from Los Angeles, they create a new media business, painting human body for money, and move from a tiny apartment studio into well-known business studio with international and franchise plans. The successful business has been featured on TODAY Show, Last Call with Carson Daly, NY1, TAFF, and RCTI. This book will answer such questions as: Can an artist make a living outside of a traditional business model (galleries, etc.)? What are the business and entrepreneurial skills that an artist or creative person needs to succeed? What kind of partnership is essential for an artist? What are the lessons learned in establishing a non-traditional art-related business model? Are there any free marketing tools that can help jumpstart a business and are relevant for this generation?.



**READ ONLINE**  
[ 2.18 MB ]

### Reviews

*This publication can be really worth a go through, and a lot better than other. It is actually written in straightforward words and phrases instead of confusing. I discovered this pdf from my dad and I suggested this publication to learn.*

-- **Jackeline Rippin**

*A high quality book and also the font employed was intriguing to read. I was able to comprehend every thing out of this created e book. You won't really feel monotony at whenever you want of the time (that's what catalogues are for concerning should you check with me).*

-- **Prof. Johnson Cole Sr.**