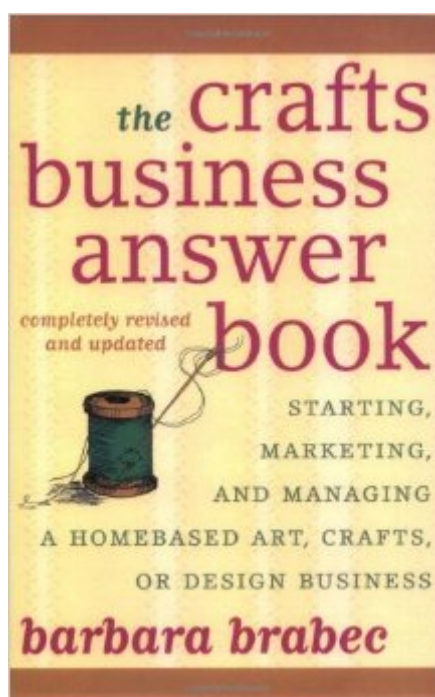


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# The Crafts Business Answer Book: Starting, Managing, And Marketing A Homebased Arts, Crafts, Or Design Business



## Synopsis

Completely revised and updated, The Crafts Business Answer Book is an essential resource for anyone looking to start a homebased art or crafts business or perfect an existing one. Crafts business expert Barbara Brabec provides the answers to every question a creative person might have about the business side of craftingâ •from pricing and advertising, to understanding tax and labor laws, to protecting original work with copyrights and trademarks. In an easy-to-use A-to-Z format, she discusses nearly 300 business topics and includes dozens of feature articles, as well as links to more than 150 web sites essential for success.

## Book Information

Paperback: 288 pages

Publisher: M. Evans & Company; Revised and Updated ed. edition (July 8, 2006)

Language: English

ISBN-10: 1590771087

ISBN-13: 978-1590771082

Product Dimensions: 6.1 x 0.8 x 9.1 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ Â See all reviewsÂ (19 customer reviews)

Best Sellers Rank: #614,663 in Books (See Top 100 in Books) #165 inÂ Books > Arts & Photography > Graphic Design > Commercial > Book Design #444 inÂ Books > Business & Money > Small Business & Entrepreneurship > Marketing #579 inÂ Books > Crafts, Hobbies & Home > Crafts & Hobbies > Reference

## Customer Reviews

This is a very good resource. It is easy to use and read. However, do not also purchase "The Craft Business Answer Book and Resource Guide" by the same author. The cover is different, and the description makes it sound as though it contains different information, but it is basically the same book.

This book provides a lot of useful information needed when starting a new business. I plan to keep this book as a reference. What is nice is that you can look for a specific subject and not have to scan paragraph after paragraph to find what you are looking for.

The first edition of The Crafts Business Answer Book: Starting, Marketing, and Managing a

Homebased Art, Crafts or Design Business received much acclaim, and its updated, revised edition here continues to provide crafty workers an invaluable key to business success. An A-Z reference format makes it easy to look up key concepts, while over 150 web links and feature articles accompany boxed quick tips for success. An excellent reference with many new pointers. Diane C. Donovan  
California Bookwatch

I look at this answer book as a quick reference guide to starting a Crafts business. Some of it does involve getting a book published, which I do not think really belongs in a crafts book, but it's okay because other crafts business questions do get answered. This is definitely not an in-depth type of publication, though--it is a very succinct (and, thus, not always helpful) guide to getting your crafts business up and then running. Lots of good information in here. For more detail, try another book, but this one is very good for some fast reading and quick answers.

I bought this book a while back and have turned to it so many times. It's such a fantastic resource to have. I would definitely recommend it for any crafter starting up a business. Literally every question you could have about starting your crafting business is in this book, complete with a thorough answer! You can tell Brabec has been around the block a few times in the crafting industry! Legal issues are among the most challenging aspects of starting your own crafting business, and with most crafters being right-brained creative types, it is so nice to have a book like this to walk you through each challenge. I've owned this book for several years now, yet I still return to it each time a new question pops into my head regarding the running of my craft business. It covers all the topics, everything from wholesaling to taxes, pricing to labeling, online retailing to copyright laws. The reason I say 4.5 stars is because my only qualm about this book is the index in the back isn't very helpful. It's not detailed enough, so sometimes when I'm trying to find a very specific topic it takes some time searching. If Brabec was ever to update and re-release a new edition of this book, this is the ONLY request I'd have: add a detailed index so that I can search by topic. Other than that, this book is perfect. An absolute must-have for the craft business owner or anyone aspiring to become one!

I used this book as I was launching my creative business and found it to be straightforward, easy to use, and no-nonsense. The Q & A format was great and the indexing was very complete and thorough. A lot of technical information was covered in a simple style but with enough completeness to help me take the needed next steps in the development of my business. This book is a great

resource to keep on hand for the every day business questions that come up when you are just getting started and your learning curve is exponential!

Great product and great service!! Came in the time that it was promised and was fit right to the description - thanks for the product. I will definitely be buying from you again if I am looking for any books:)

Since I'm going to be opening a craft business online this book will come in handy. It seems to cover most of my question about starting a new craft business

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