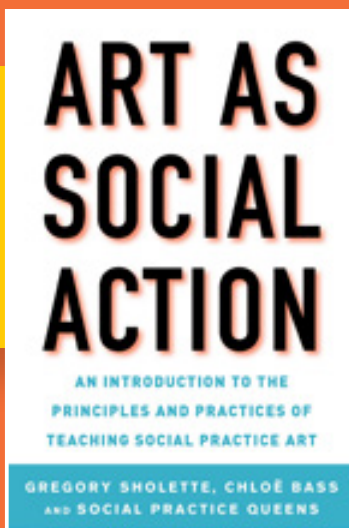
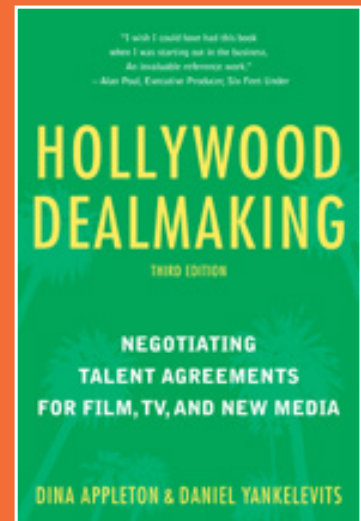
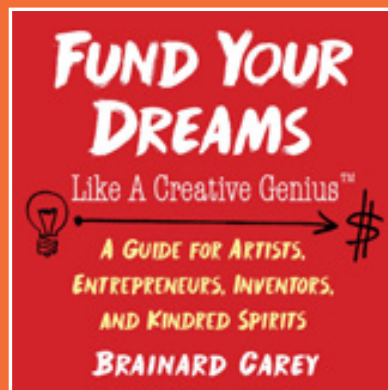
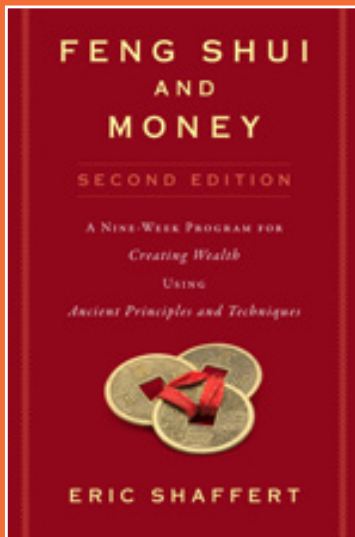


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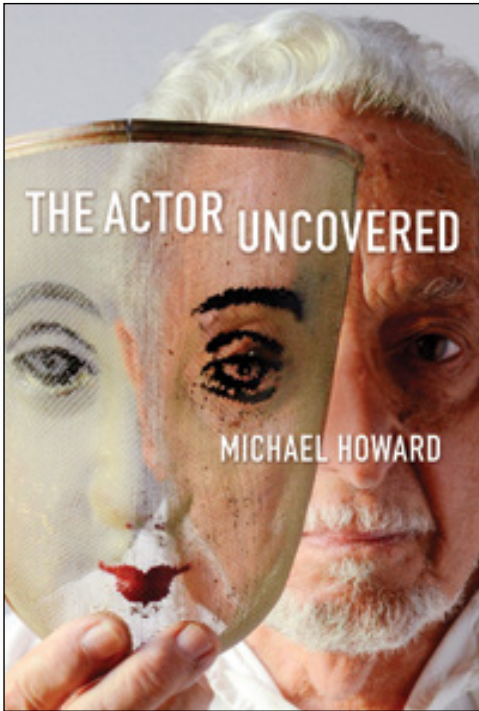
Michael Howard

THE ACTOR UNCOVERED

“The life’s work of one of our most beloved theatrical giants. It stands head and shoulders above other texts about acting.” —Victoria Clark, Tony Award–winning actress

In *The Actor Uncovered*, Michael Howard uses a unique approach to teaching acting, reflecting on his own history and sharing his own experiences as an actor, director, and teacher. Readers are invited to participate as though present in this master teacher’s classes. Howard encourages actors to uncover their own ways of working, using their particular abilities and personality traits. Going beyond the craft and into human psychology and the importance of acting as a life force, readers will see new and deeper ways to study and practice, to be introspective, and to arrive at places of revelation about their craft. *The Actor Uncovered* will have much to say to beginners, to those who are advanced, and to professional and working actors. Howard discusses such topics as:

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- Techniques, styles, and methods in a changing society
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After more than seventy years as a professional actor, director, and teacher, Howard shows how living creatively and invoking one’s own personality can lead to a successful career as an actor.

MICHAEL HOWARD has been a major force in American theater for more than seven decades. After studying with Sanford Meisner in the 1940s and Lee Strasberg in his private classes and in the Actors Studio in the 1950s, Howard enjoyed an acting career that led him to work with such American luminaries as Clifford Odets and Uta Hagen before moving on to direct and teach. He served as the first artistic director of Atlanta’s Alliance Theatre and later on the faculties of Julliard and Yale University. A teacher for more than fifty years in the studio he founded, Michael Howard Studios, he has been and continues to be a trainer of actors who have achieved international recognition. He resides in New York City.

“This book is a must for anyone who wants to understand a life in the theater. I give it to aspiring actors, and I turn to it myself for inspiration.” —Mary Beth Peil, Tony-nominated actress



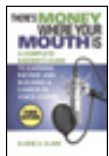
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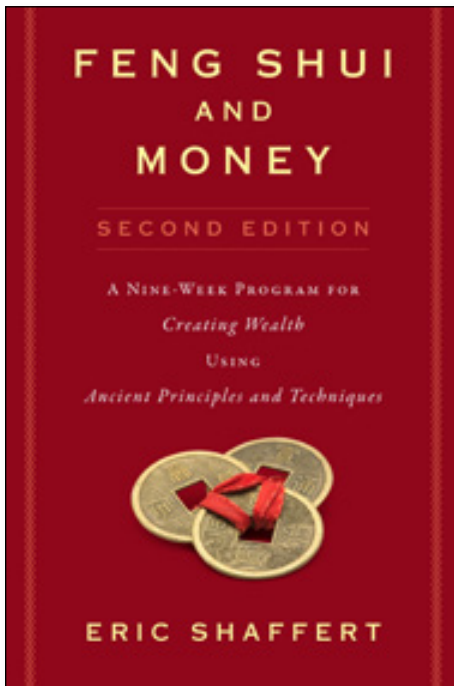
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Eric Shaffert

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ERIC SHAFFERT is a certified psychotherapist and feng shui consultant who specializes in revealing the relationship between financial health and the layout and design of one’s environment. He holds a master’s degree from Catholic University and has a background in Tibetan Tantric Feng Shui, Core Energetic therapy, and transpersonal psychology. President of FengShuiTransformation.com, he resides in New York City and is a consultant to a wide range of residential and corporate clients, both domestically and internationally.

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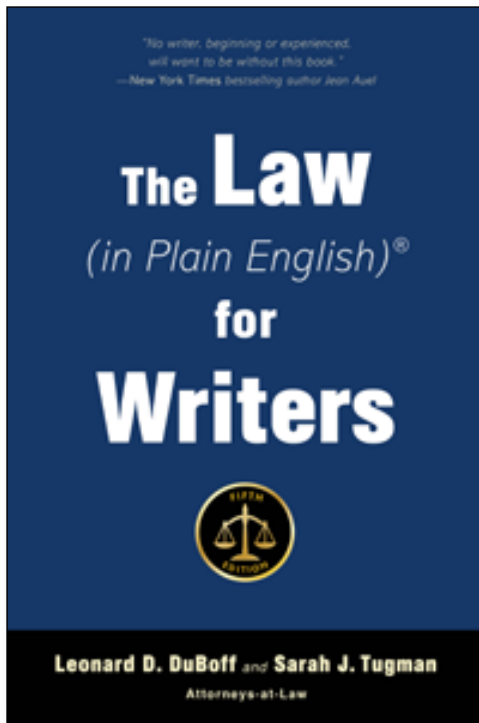
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LEONARD DUBOFF is the founder of the DuBoff Law Group, PC. He graduated summa cum laude from Brooklyn Law School, where he was the research editor of the *Brooklyn Law Review*. He was a professor of law, teaching first at Stanford Law School and then at Lewis & Clark Law School in Portland, Oregon. He lives in Portland, Oregon.

SARAH TUGMAN graduated magna cum laude from Lewis & Clark Law School in Portland, Oregon. She has maintained a private civil practice for the past thirty-three years in Anchorage, Alaska, and she is of counsel to the DuBoff Law Group. She is the coauthor, with Leonard DuBoff, of several books in the Law (in Plain English)® series. She lives in Anchorage, Alaska.

*“The Law (in Plain English)® for Writers is a gold mine of information for writers who want easy-to-understand explanations about the risk of turning fact into fiction, copyright law, the obligations of agents and publishers, and many other legal issues that affect writers.” —Phillip Margolin, *New York Times* bestselling author of *Violent Crimes* and *The Third Victim**

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Doug Woodham

ART COLLECTING TODAY

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“Doug Woodham deftly explains how a sixty-billion-dollar marketplace works. It is beautifully written—clear, concise, and free of art-world jargon. A must-read at all levels of collecting.” —Vik Malhotra, chairman of the Americas and senior partner, McKinsey and Company

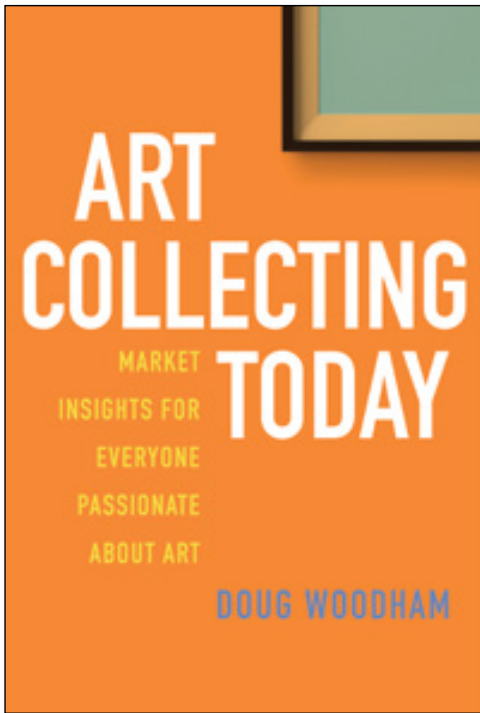
Grounded in real-life stories, *Art Collecting Today* is the essential practical guide for today's art market. A lightly regulated industry with more than sixty billion dollars of annual sales, the art market is often opaque and confusing to even the most experienced collectors. But whether a seasoned collector, an uninitiated newcomer, or an art-world insider, readers will learn within these pages how the art marketplace works in practice and how to navigate it smartly. Important topics covered include:

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- Why tax laws in the United States reward “art investors” yet penalize “art collectors”
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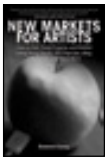
Informed by close to one hundred interviews with collectors, lawyers, art advisors, gallerists, and auction specialists in the United States and Europe, as well as by the author's own experiences, *Art Collecting Today* offers a lively and thought-provoking analysis of the day-to-day workings at play today in the fine art marketplace.

DOUG WOODHAM brings a unique perspective to the art market from his lifelong interest in art, business, and collecting. A trained economist with a PhD from the University of Michigan, Woodham served as president of the Americas for Christie's, the international auction house. He is currently on the board of the arts venture Twyla. Woodham and his wife, who are based in New York City, are avid collectors with a focus on drawings by artists associated with minimalism, conceptualism, and land art.

“Several books about the notoriously opaque art market claim to be user friendly, but Doug Woodham, who was president of Christie's Americas between 2012 and 2014, may be the first to produce a truly hand-holding guide.”
—*Financial Times*



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Gary Unger

YOUR ARCHITECTURE CAREER

How to Build a Successful Professional Life

Master the business side of architecture with advice from an expert architect.

In *Your Architecture Career*, Gary Unger provides tips and guidance to students, interns, architects, and firm owners to help them understand and master the business side of architecture and interior design. Students in school are not taught to manage processes, projects, and clients—the emphasis is on design. However, most graduates will not finish their careers as designers. Rather, their focus will be on marketing, programming, project management, cost estimating, rendering, virtual reality, drawing documentation, specifications, workplace strategy, and construction administration. Gary Unger expertly describes the creative aspects of these disciplines and the considerable value they bring to a firm.

In order to accurately represent how an architecture firm successfully operates, Gary stresses the importance of teamwork. With project teams made up of architects, engineers, realtors, building owners, contracts, furniture dealers, and more, it is important to note that a project's success is measured by how well handoffs of information are executed both inside a firm as well as from firm to firm. Spanning a wide variety of topics, chapters include:

- Completing architectural school
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Whether you're a student about to graduate or a seasoned professional, *Your Architecture Career* is an invaluable resource for the business side of architecture.

GARY UNGER started his architectural studies at Washington University in St. Louis, Missouri, and finished up the six-year program at the University of Texas. Prior to founding CPG Architects in 1980, he was the worldwide director of planning and design at American Express. He is also the founder of Link Systems, a real estate software business that provides facility management services to enhance CPG's architectural services. At CPG, Gary has worked on thousands of projects for such clients as General Electric, Snapple, Nestlé, Newman's Own, and Dannon, along with many financial trading firms. He lives in Stamford, Connecticut.

Carolyn Dobkin Schlam

THE CREATIVE PATH

A View from the Studio on the Making of Art

Demystifying the creative process.

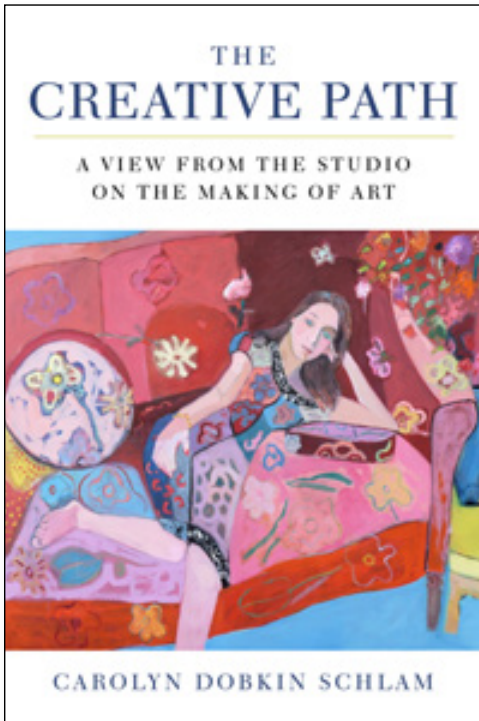
The Creative Path is an inquiry into the creative process from philosophical, psychological, spiritual, and practical points of view. In this welcoming work on the creative process, Carolyn Dobkin Schlam encourages the reader to embark upon his or her own journey of discovery, identity, and wonder through art. The author started her career in art under the tutelage of master teacher Norman Raeben in the Carnegie Hall Studios in New York. Raeben's students included Bob Dylan, who said of him: "He put my mind and my hand and my eye together, in a way that allowed me to do consciously what I unconsciously felt." Schlam's warm and inviting tone speaks directly to her readers, encouraging them to energize their practice and offering the tools to do so.

Chapters discuss the meaning of inspiration, intention, talent, authenticity, and many other aspects of art creation. Included in *The Creative Path* are:

- Six lectures by Norman Raeben with commentary by the author
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- Discussion of the mind-set required to make art a life path

A celebration of creativity, this inspirational book examines *why* we make art. Though it makes primary reference to visual art, *The Creative Path* will resonate with all creative practitioners, whatever their chosen discipline.

CAROLYN DOBKIN SCHLAM is an award-winning American painter, sculptor, and glass artist born and raised in New York City. She studied painting with Norman Raeben, youngest son of the Yiddish writer Sholem Aleichem, in Carnegie Hall and glassmaking at Urban Glass in Brooklyn. Her website is www.carolynschlam.com. Carolyn is a resident artist at Studio Channel Islands in Camarillo, California.



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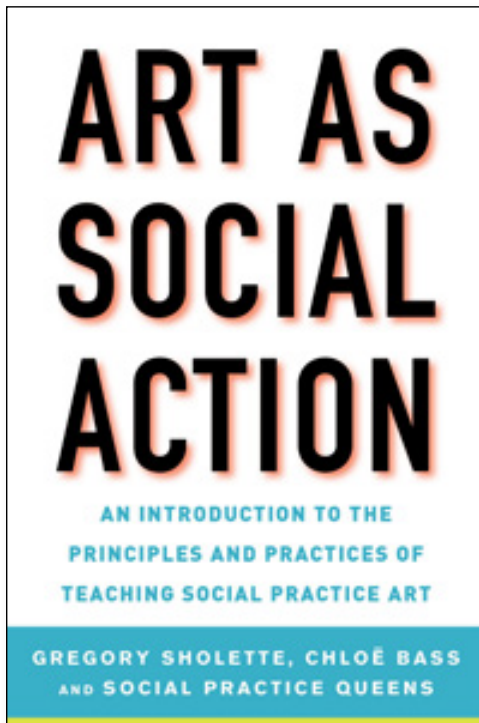
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Edited by Gregory Sholette, Chloë Bass, and Social Practice Queens

ART AS SOCIAL ACTION

An Introduction to the Principles and Practices of Teaching Social Practice Art

***"Art as Social Action . . . is an essential guide to deepening social art practices and teaching them to students."* —Laura Raicovich, president and executive director, Queens Museum**

Art as Social Action is a general introduction to and an illustrated, practical textbook for the field of social practice. With content arranged thematically around such topics as direct action, alternative organizing, urban imaginaries, antibias work, and collective learning, among others, *Art as Social Action* is a comprehensive manual for teachers of art as social practice. Along with a series of introductions by leading social practice artists in the field, valuable lesson plans offer examples of pedagogical projects for instructors at both college and high school levels with contributions written by prominent social practice artists, teachers, and thinkers, including:

- | | |
|--------------------|-----------------------|
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| • Maureen Connor | • Jaishri Abichandani |
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Lesson plans also reflect the ongoing pedagogical and art action work of Social Practice Queens (SPQ), a unique partnership between Queens College CUNY and the Queens Museum.

GREGORY SHOLETTE is an artist, writer, and activist focused on excavating the history and theory of socially engaged art. His books include *Delirium and Resistance: Activist Art and the Crisis of Capitalism* and *Dark Matter: Art and Politics in an Age of Enterprise Culture*. He cofounded Social Practice Queens, Queens College, CUNY, with Maureen Connor and the Queens Museum in 2010. He resides in New York City.

CHLOË BASS is an artist and public practitioner focused on scales of interpersonal intimacy and daily life as a site of deep research. She is a regular contributor to *Hyperallergic*. Her artistic work has been supported by many organizations, including the Laundromat Project, the Pulitzer Foundation, and Lower Manhattan Cultural Council. She is an assistant professor of art, teaching in Social Practice Queens, Queens College, CUNY. She resides in New York City.

***"It's no small thing to educate at the intersection of art and social justice. This contribution is valuable to educators in its insight, pragmatism, and breadth."* —Nato Thompson, artistic director, Creative Time**



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CITIZEN DESIGNER

Perspectives on Design Responsibility
Second Edition

Balancing social, professional, and artistic views.

What does it mean to be a designer in today's corporate-driven, over-branded global consumer culture? *Citizen Designer, Second Edition*, attempts to answer this question with more than seventy debate-stirring essays and interviews espousing viewpoints ranging from the cultural and the political to the professional and the social. This new edition contains a collection of definitions and brief case studies on topics that today's citizen designers must consider, including new essays on social innovation, individual advocacy, group strategies, and living as an ethical designer. Edited by two prominent advocates of socially responsible design, this innovative reference responds to the tough questions today's designers continue to ask themselves, such as:

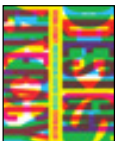
- How can a designer affect social or political change?
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Citizen Designer, Second Edition, includes insights on such contemporary topics as advertising of harmful products, branding to minors, and violence and game design. This candid guide encourages designers to carefully research their clients; become alert about corporate, political, and social developments; and design responsible products. Readers are presented with an enticing mix of opinions in an appealing format that juxtaposes essays, interviews, and countless illustrations of "design citizenship."

STEVEN HELLER is the cochair of the School of Visual Arts MFA Design/Designer as Author + Entrepreneur Program. He is the author, coauthor, and editor of more than 170 books on design, social satire, and visual culture. He is the recipient of the 2011 Smithsonian National Design Award for "Design Mind." He lives in New York City.

VÉRONIQUE VIENNE is an art director and writer. She was a magazine art director in the United States when she began to write to better analyze and understand the work of the graphic designers, illustrators, and photographers who collaborated with her. Today, she writes books and conducts workshops on design criticism as a creative tool. She resides in Paris, France.

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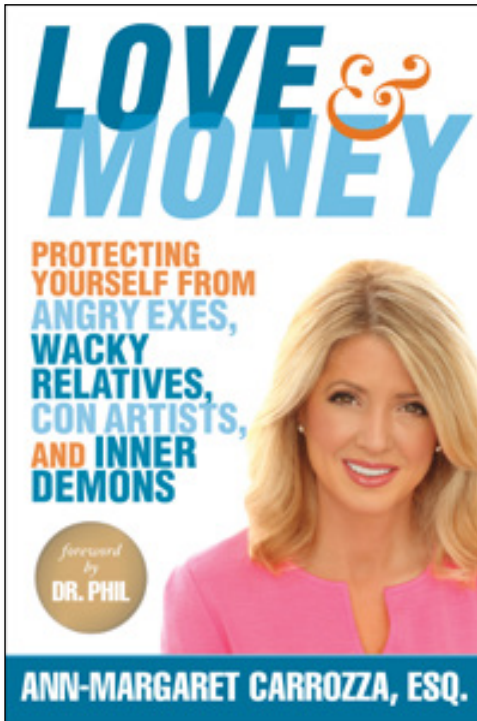
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Ann-Margaret Carrozza
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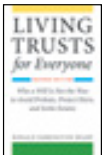
Protecting Yourself from Angry Exes, Wacky Relatives, Con Artists, and Inner Demons

“I have often said that money problems are not solved with money. Ann-Margaret understands it is not what you make but what you keep that matters. You will read this once and refer to it for years to come.”

—Dr. Phil, from his foreword

It is no secret that we are living in an increasingly litigious society. What may come as a surprise, though, is that we are far more likely to be involved in a costly legal dispute with a former loved one than we are with a stranger. In *Love & Money*, Ann-Margaret Carrozza will help you to easily understand and implement essential legal strategies to prevent you from doing a legal battle with someone you once shared Thanksgiving dinner (or a pillow) with.

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Through an engaging narrative, including amusing cautionary tales, readers will learn how to utilize contracts to identify and avoid costly relationship land mines, reduce pet peeves, and create a joint mission statement, all the while ensuring that one's wealth and values are transmitted to future generations. *Love & Money* demystifies many legal structures, including:

- Prenuptial agreements
- Postnuptial agreements
- Cohabitation agreements
- Love contracts
- Wills
- Trusts
- Powers of attorney
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- And more

After learning how to erect legal barriers against external wealth destroyers and evildoers, the focus of this book moves to teaching readers how to identify and combat internal wealth repellents such as low self-esteem, fear, and stress. Becoming and remaining wealthy requires more than just money. This book provides a unique education on forging stronger relationships with one's finances and loved ones.

ANN-MARGARET CARROZZA is a practicing wealth and estate-planning attorney who served as a New York State assemblywoman for fourteen years. She has the highest possible attorney rating and is regularly featured as an expert legal contributor on television shows such as *ET*, *Extra*, *Inside Edition*, *Good Morning America*, *Fox Business*, *The Doctors*, and *Dr. Phil*. She lives on Long Island, New York, with her husband, William Duke, MD, their sons, Billy and Danny, and furry family members, Lucky and Rocky.

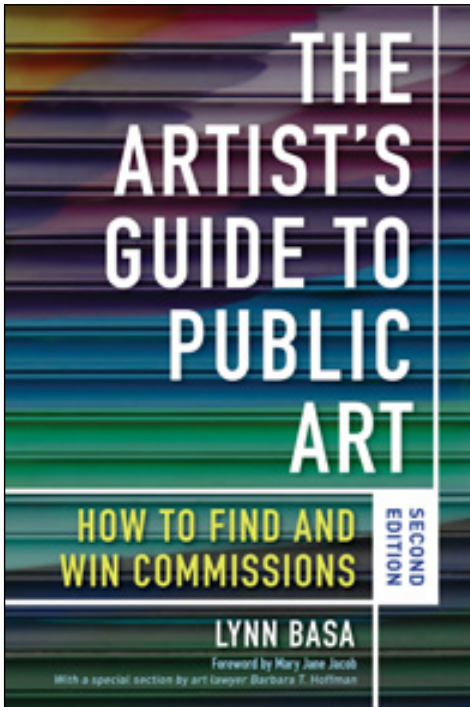
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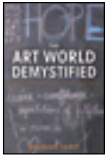
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JUNE

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Lynn Basa

Foreword by Mary Jane Jacob

With a special section by art lawyer Barbara T. Hoffman

THE ARTIST'S GUIDE TO PUBLIC ART

How to Find and Win Commissions
Second Edition

A comprehensive guide to the complex world of public art.

Learn how to find, apply for, compete for, and win a public art commission. Firsthand interviews with experienced public artists and arts administrators provide in-the-trenches advice and insight, while a chapter on public art law, written by Barbara T. Hoffman, the country's leading public art law attorney, answers questions about this complex area. Packed with details on working with contracts, conflicts, controversies, communities, committees, and more, *The Artist's Guide to Public Art, Second Edition*, shows artists how to cut through the red tape and win commissions that are rewarding both financially and artistically. This new edition discusses recent trends in the field, such as: how the political climate affects public art, the types of projects that receive funding, where that funding comes from, how the digital age impacts public art, how to compete with the increase of architecturally trained artists, and more. Written by an artist, for artists, this guide is packed with everything readers need to know:

- Finding commissions
- Submitting applications
- Negotiating contracts
- Budgeting for projects
- Navigating copyright law
- Working with fabricators
- And much more

From start to finish, Lynn Basa covers all the steps of the process. With *The Artist's Guide to Public Art, Second Edition*, even readers without prior experience will be more than ready to confidently pursue their own public art projects.

LYNN BASA, an artist for almost forty years, has conceived of and produced site-specific work for hospitals, universities, corporate headquarters, and private collections. She lives in Chicago, Illinois.

Lee Wilson

THE TRADEMARK GUIDE

How You Can Protect and Profit from Trademarks
Third Edition

A user-friendly handbook on understanding trademarks.

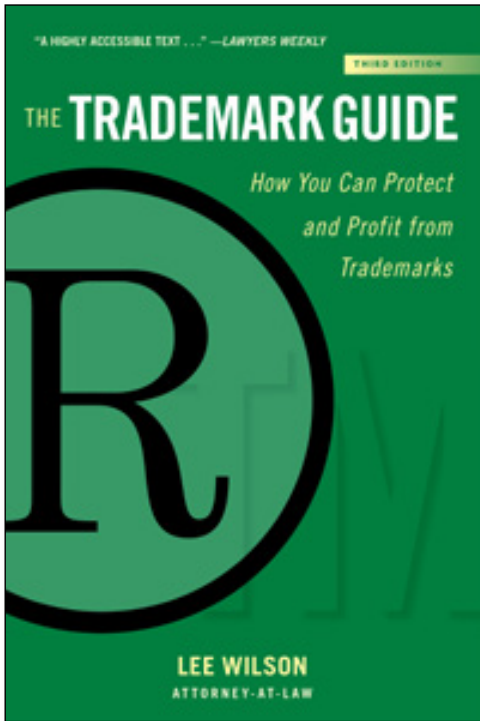
Intellectual property lawyer Lee Wilson, who has been studying and writing about trademark law for more than thirty years, knows that trademarks are a crucial part of the American economy. In plain language with scores of real-life examples, this new edition of *The Trademark Guide* draws on Wilson's experience and addresses issues important to both would-be trademark owners and those who already own trademarks, including:

- How to choose a trademark without risking a lawsuit
- How trademark rights are gained and perfected
- How to use a trademark properly
- What constitutes trademark infringement
- What to do if your trademark is infringed
- How trademark law applies to new media
- And much more.

Completely updated to reflect recent court decisions and changes in the law, this edition features an Internet trademark resources list and expanded information on trademarks in the digital world. Packed with examples, FAQs, and a glossary, *The Trademark Guide, Third Edition*, will become the go-to for anyone with questions about the complexities of trademark law.

LEE WILSON is a Nashville intellectual property lawyer and writer. In practice since 1984, she has written six books on intellectual property law topics (some in several editions), all published by Allworth Press. Her books include *The Copyright Guide: A Friendly Guide to Protecting and Profiting from Copyrights*; *The Trademark Guide: A Friendly Guide to Protecting and Profiting from Trademarks*; and *Fair Use, Free Use, and Use by Permission: How to Handle Copyrights in All Media*. She has written for the *Vanderbilt Journal of Entertainment and Technology Law*, has published numerous articles on intellectual property law for *Communication Arts* magazine and the Publishers Marketing Association *Independent*, has served on the boards of numerous arts organizations, and is a frequent speaker to arts and academic groups. She lives and works in the woods north of Nashville, Tennessee.

"A highly accessible text." —*Lawyers Weekly*



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Law

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JUNE

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Brainard Carey

FUND YOUR DREAMS LIKE A CREATIVE GENIUS™

A Guide for Artists, Entrepreneurs, Inventors, and Kindred Spirits

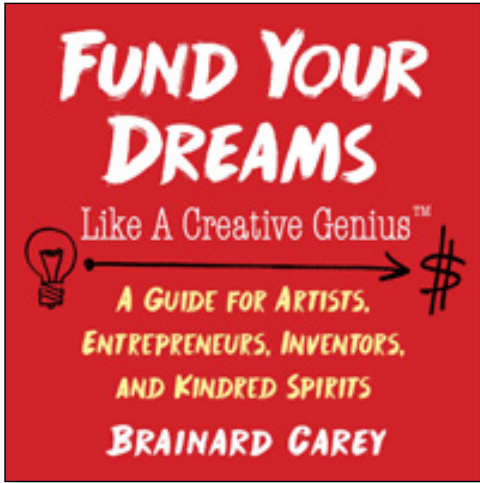
How to get others to support your vision.

If you have a dream that needs backing, be it an art project, an invention, or even a business, this is the book for you. Brainard Carey offers advice with solid examples of how building relationships with sponsors, investors, grantmakers, and patrons is something every creative person can pursue. Carey draws from his extensive experience and interviews with others to show artists and creative people how to raise money without the use of crowdfunding platforms. Readers will learn how to articulate their funding needs, develop a campaign, and approach sponsors. Chapter topics include:

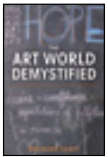
- Defining your funding goals
- Pitching a proposal
- Writing to someone you've never met before
- Conversational tactics to help you ask for funding
- Methods for keeping in touch with potential sponsors
- Real examples of artists and entrepreneurs who succeeded in gaining the support of philanthropists and patrons
- And much more.

With chapters divided between practical how-tos and case studies, *Fund Your Dreams Like a Creative Genius™* offers readers both instructive and demonstrative lessons in making their next big project a reality. Everyone can do it with the right tools, and Carey offers an insider's guide to an otherwise daunting process.

BRAINARD CAREY is an artist, teacher, walker, and pool player. He co-founded the artistic collaborative Praxis with his wife, Delia Carey. As host of the popular Yale University radio show, *Lives of the Artists*, he has interviewed more than seven hundred artists and creative people to illuminate their careers and work. He is passionate about art education and has written several books for artists to develop their careers, including *Making It in the Art World*, *New Markets for Artists*, and *The Art World Demystified*. He also cofounded Praxis Center for Aesthetics, an online school for professional artists. He lives in New York City.



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JULY

Carla Renata

THE ACTOR'S GUIDE TO SELF-MARKETING

How to Brand and Promote Your Unique Image

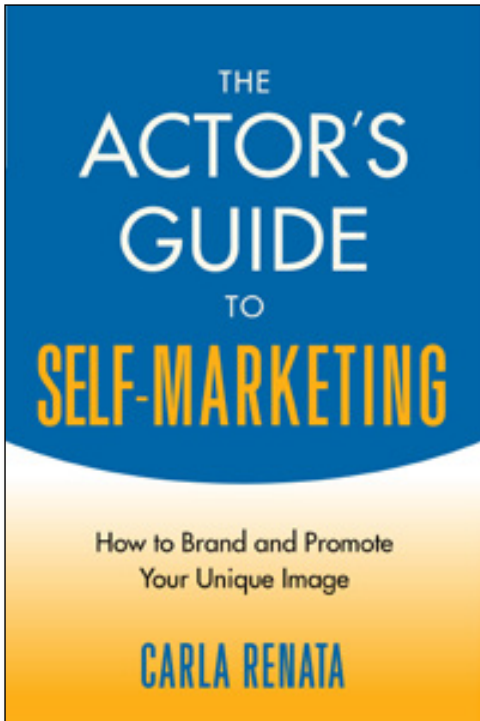
Stand out from the competition!

How do actors sell their personality? What does it take to make a lasting impression? How can actors use their image to achieve their dreams? *The Actor's Guide to Self-Marketing* answers all these questions and more. With a background in acting and publicity, author Carla Renata has gathered insider info and proven tips to help actors create their own brand and utilize it for success. With *The Actor's Guide to Self-Marketing*, you will learn how to:

- Highlight unique traits and skills
- Distinguish yourself from the crowd
- Market yourself through social media
- Angle for your dream role
- And so much more!

Renata's methods have been tested and developed through her branding and social media program, The Branding Buddha, which has been taught online and privately, as well as in group classes at top universities in the United States. Along with tips from her program and extensive background in the field, Renata uses meditative practices and self-actualization to help actors develop their public image and reach their goals with clarity and intention. As she writes, "The mind is everything. What you think, you will become." With *The Actor's Guide to Self-Marketing*, you'll be well on your way to becoming the actor you really want to be and landing your dream roles.

CARLA RENATA is an actress, online radio personality, and blogging and branding expert. A graduate of Howard University, with some post-grad work at UCLA, she is the only African American actress to recur on four network sitcoms in one season. As a former publicist, she worked on media campaigns for major corporations and nonprofits, as well as Grammy, Emmy, and Tony-winning artists. She is based in Los Angeles, California.



- Targeted promotion to acting and theater unions, groups, and associations
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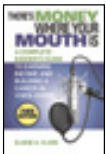
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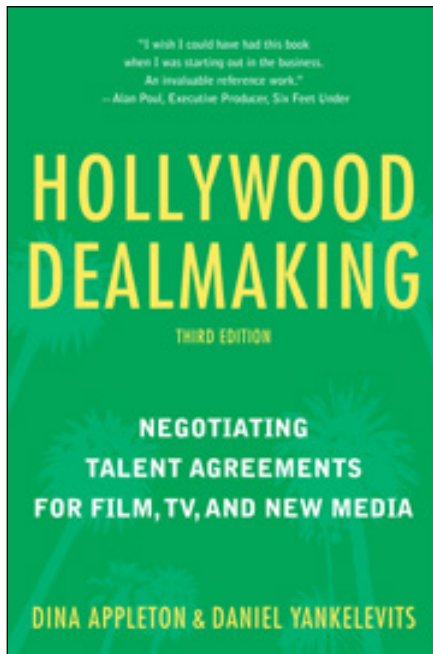
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Performing Arts

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JULY



Dina Appleton and Daniel Yankelevits

HOLLYWOOD DEALMAKING

Negotiating Talent Agreements for Film, TV, and New Media
Third Edition

**"I wish I could have had this book when I was starting out in the business. An invaluable reference work."
—Alan Poul, executive producer, *Six Feet Under***

The legal resources of studios and networks are legendary. *Hollywood Dealmaking, Third Edition*, presents the interests of talent as well as the point of view of creative executives, producers, entertainment attorneys, agents and managers, and major guilds—making clear the role that each plays in the dealmaking process. Readers will find expert insights to talent and production deals for television, feature film, video, digital, and other new platforms, as well as an in-depth overview of net profits and other forms of contingent compensation. In addition, this comprehensive guide includes:

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- Targeted promotion to lawyers' groups and associations
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- Explanations of employment deals
- Details of rights acquisition
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- Sample contracts and forms
- Glossary of industry lingo and terminology
- And much more!



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Peppered with facts on the deals of superstar players and with summaries in each section to clarify complex legal issues, *Hollywood Dealmaking, Third Edition*, is an essential resource for industry novices and veterans alike who want to sharpen their negotiation skills and finalize the deals they have been seeking.

DINA APPLETON is currently senior vice president of business and legal affairs at Entertainment One Television. Prior to her current position, she was special counsel in the Entertainment and Media Group at Shepard, Mullin, Richter, and Hampton, and, prior to that, the head of business and legal affairs at a full-service talent and literary agency, both in Los Angeles, California. She resides in Toronto, Ontario.

DANIEL YANKELEVITS is senior vice president of legal affairs at Sony Pictures Entertainment. He serves on the planning committee of the USC Institute of Entertainment Law and Business and teaches a course at the USC Gould School of Law entitled "Entertainment Law & Industry." Daniel is a graduate of Harvard Law School and resides in Los Angeles, California.

"Provides a quick understanding of everything one needs to know to negotiate Hollywood talent agreements." —Gavin Polone, motion picture and television producer

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JULY

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Meryl Rosner

DRAWING WITH DYNAMIC PERSPECTIVE

Art for Animation and Live-Action Film

Learn how to use perspective drawing to animate your artwork!

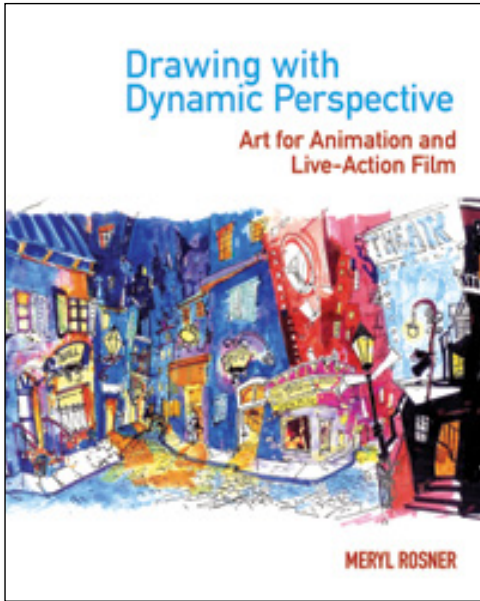
In *Drawing with Dynamic Perspective*, rather than teaching readers what to measure or how to achieve that perfectly crisp line, the focus is on *how to think*—how to scribble on a paper napkin or doodle in a sketchbook and where to arrange it later at the drawing board to make it into a meaningful story setting. In perspective drawing, horizon lines and vanishing points are misunderstood, perhaps because they appear complicated. Meryl Rosner gives artists the core skills necessary to master perspective drawing.

The many fun and practical exercises, illustrated with the author's hand-drawn layouts, backgrounds, and scene designs, give students and professionals simple techniques for strong drawing. The book combines the discipline of linear perspective with the creative freedom of imagination on paper. It also explains how to observe and capture detail and how to analyze successful filmmaking. Chapters cover:

- How to create texture, effects, and drama
- Basic drafting tools
- The figure in motion
- Isometric and geometric perspective
- Sketching public places
- Interviews with film and animation artists and experts
- And much more

Artists of all levels can use this book to bring dynamic perspective to animation production and bring their art to life.

MERYL ROSNER has been a commercial illustrator for more than twenty years. Trained in classical drawing, painting, and sculpture, Meryl received her BFA from Ithaca College. At the School of Visual Arts, where she now teaches perspective drawing, she studied design with Milton Glaser, illustration with R. O. Blechman, Jack Potter, and Tom Gill, and animation with Howard Beckerman. She also studied figure drawing with Minerva Dunham at Spring Studio. Since 1990, Rosner has been a production designer for live-action and animated films for Disney TV, MTV, Nickelodeon, Blue Sky Studio, and many other studios. She lives in New York City.



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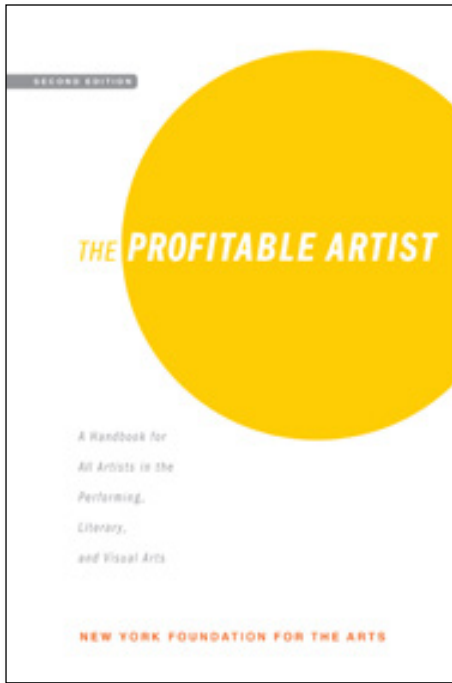
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AUGUST



New York Foundation for the Arts

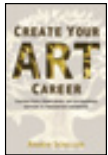
THE PROFITABLE ARTIST

A Handbook for All Artists in the Performing, Literary, and Visual Arts
Second Edition

The indispensable road map artists need to navigate their careers.

While all art is unique, the challenges artists face are shared regardless of background, experience, or artistic medium. With decades of experience in training and helping artists, the expert staff of the New York Foundation for the Arts (NYFA) has compiled a “best practices” approach to planning and organizing an art career. This new edition expands on effective goal-setting and shows readers the necessary steps to achieve their vision in today’s art world. *The Profitable Artist, Second Edition*, also includes up-to-date information on legal concerns, social media marketing, cultural entrepreneurship, and fundraising (particularly crowdfunding).

- Targeted promotion to artists’ communities, groups, and associations
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NYFA has identified common problems; examined specialized areas of business, finance, marketing, and law; and has distilled these topics in such a way that readers can digest them and apply them to their own experiences and practices. Included are interviews, anecdotes, and in-depth case studies.

The skills and guidelines in *The Profitable Artist, Second Edition*, will also translate effectively to teaching and mentoring opportunities that artists may encounter as their career progresses. This invaluable guide appeals to all artists in all disciplines of the literary, media, performing, and visual arts, from recent art school graduates to established artists undertaking new arts businesses to artists seeking more from their careers at any stage of their career.

NEW YORK FOUNDATION FOR THE ARTS has been providing essential services to artists in all disciplines since 1971. With more than forty years of institutional experience in arts education, NYFA brings an authority and legitimacy unmatched by any single author. NYFA is based in Brooklyn, New York.

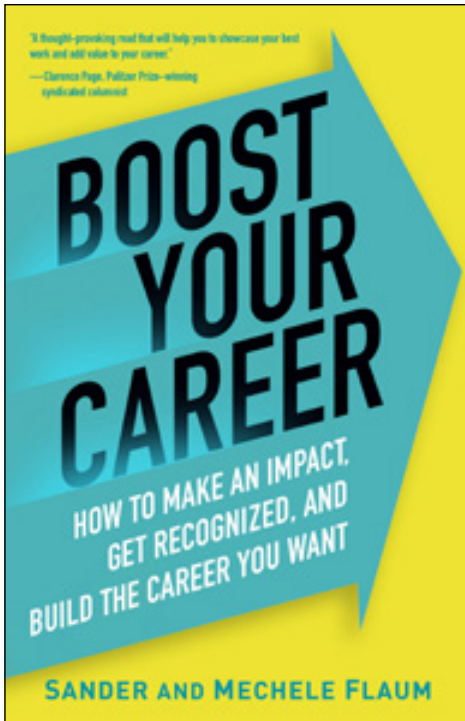
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Sander Flaum and Mechele Flaum

BOOST YOUR CAREER

How to Make an Impact, Get Recognized, and Build the Career You Want

**"I love how this book shares hurdles as well as 'aha' insights for getting ahead in a competitive environment."
—Faith Popcorn, Faith Popcorn's BrainReserve**

Many people spend years working themselves into the ground, only to be passed over for the promotions, recognition, and pay raises they deserve. Today, there is a new set of unwritten rules for getting ahead and they are all about making an impact. In *Boost Your Career: How to Make an Impact, Get Recognized, and Build the Career You Want*, Sander and Mechele Flaum expose what many people have taken years to learn: success depends on the "impact dynamic."

Defined as projects that make a resounding difference in an organization, with the added benefit of impressing key stakeholders, the impact dynamic is what separates over-deliverers from average workers. Drawing on their many years in business in a variety of high-level roles, the Flaums teach readers exactly what they need to know in today's job market: how to identify opportunities and successfully lead projects that will propel their careers.

Packed with real and exclusive stories from seasoned professionals, newbies in big roles, and entrepreneurs in a variety of industries, this book shares the hidden hurdles, *aha!* moments, and tips for getting ahead in a competitive environment. Whether you've been at the same company for twenty years, you're starting a new job tomorrow, or you own your own business, *Boost Your Career* will make a resounding difference in how you view your professional role and frame your accomplishments.

SANDER FLAUM has been using his impact insights to advise industry-leading clients for many years as a leadership-effectiveness consultant, chair of the Fordham University Gabelli School of Business Administration Leadership Forum, and contributor to the American Management Association website. He is also the author of *Big Shoes: How Successful Leaders Grow into New Roles*, *The Best Thing That Could Ever Happen to You*, and *The 100-Mile Walk: A Father and Son on a Quest to Find the Essence of Leadership*.

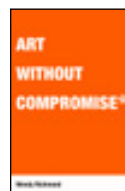
MECHELE FLAUM is a future trend forecaster and has presented her TrendView for Daimler Chrysler, Disney, Intel, and Visa, among others. She is the cofounder of Partyology®, an app that provides event planning in the cloud, and former president of Faith Popcorn's BrainReserve. Her company, Marketing Fire, creates profit and share-winning strategies and is known for big-idea branding strategy, on-trend brand messages, and helping to identify new markets for global products.

BACKLIST

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ART WITHOUT COMPROMISE*

Wendy Richmond



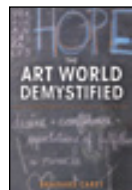
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Monona Rossol



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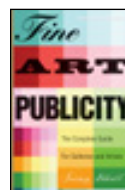
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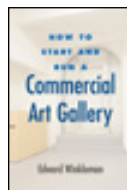


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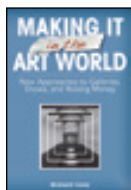


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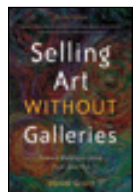


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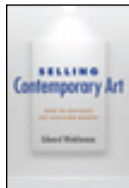


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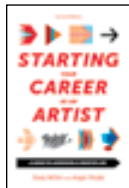


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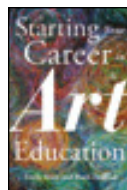


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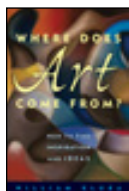


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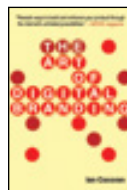


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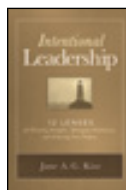
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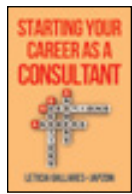


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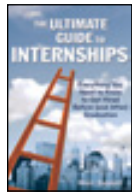
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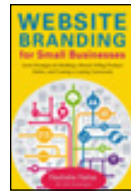
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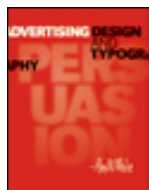


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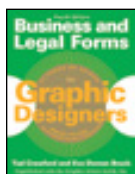


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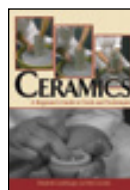
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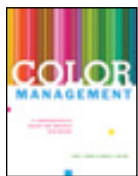
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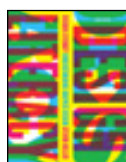
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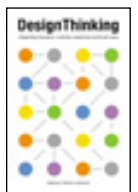
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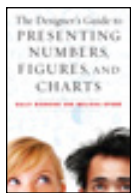


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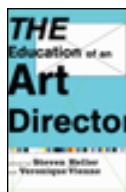


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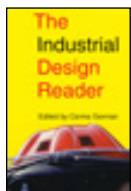


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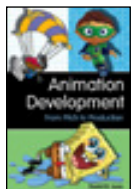
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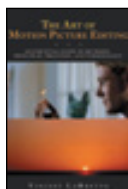
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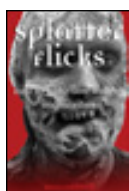
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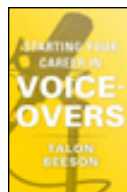


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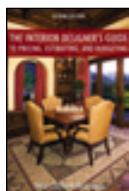


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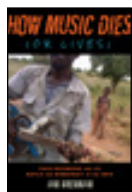
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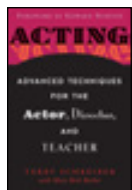
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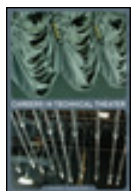


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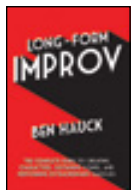
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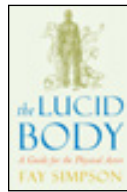
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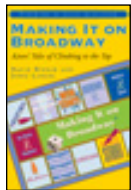


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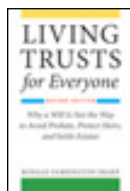
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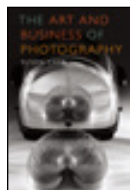
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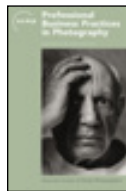


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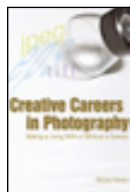


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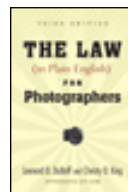


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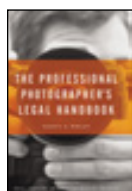


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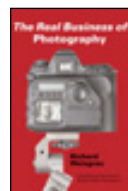


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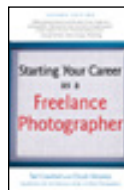
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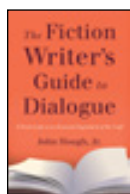
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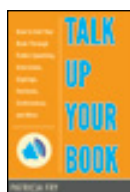
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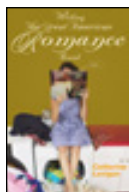


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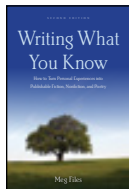
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