



Center for Cultural Innovation announces the publication of
"Business of Art: An Artist's Guide to Profitable Self-Employment"

For the first time, a ground-breaking resource guide has been written for working artists across the United States, providing expert advice and practical information on everything you need to know to be successful, self-employed, creative entrepreneur and to maximize your artistic career.

Whether you are a performing, visual, media, film, literary, crafts or traditional artist working in the nonprofit arts or commercially, you'll want to read the *Business of Art: An Artist's Guide to Profitable Self-Employment*. In it, you will learn the basic principles behind:

- **Career and Business Planning**
- **Marketing and Promotion**
- **Budgeting and Money Management**
- **Legal Issues for Artists**
- **Financing Creative Work**

\$34.95 for Non-Members/ **\$27.95** for BOA Members

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