



# Fine Art Publicity: The Complete Guide for Galleries and Artists

*Susan Abbott*

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## **Fine Art Publicity: The Complete Guide for Galleries and Artists** Susan Abbott

Publicity is the best bridge between artists and collectors. This book explains how to fashion an effective public relations plan; make publicity and advertising work together; create media lists, press kits, and pitch letters; and prepare press releases that get results. Sample forms, letters, and press releases can be photocopied and adapted to your needs.

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