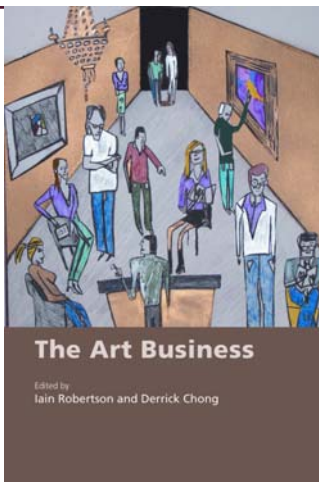


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# The Art Business

Special launch price of 20% to Sotheby's Institute of Art staff, students, alumni and readers of Sotheby's Preview magazine

Edited by **Iain Robertson** and **Derrick Chong**



By the time you read this book, the art world may have witnessed the sale of its first \$500 million painting. Whilst for some people money is anathema to art, this is clearly a wealthy international industry, and a market with its own conventions and pressures.

Drawing on the vast experience of Sotheby's Institute of Art, *The Art Business* exposes the realities of the commercial trade in fine art and antiques. Attention is devoted to the role of auction houses, commercial galleries and art museums as key institutions, with the text divided into four thematic sections:

- technical and structural elements of the art market
- cultural policy and management in art business
- regulatory legal and ethical issues in the art world
- the views, through interviews, of leading art market experts.

This book provides a thorough examination of contemporary issues in the art business, and the mechanisms and influences which underpin its evolution. It is essential reading for students of art history or international business, or anyone with an interest in pursuing a career in this area.

**Iain Robertson** is deputy academic director and head of art business studies at Sotheby's Institute of Art. He is an Asia correspondent for the international edition of *The Art Newspaper*, advisor to the Asia Art Archive, Hong Kong and honorary director of education of MOMA Beijing. His book, *Understanding International Art Markets and Management*, was published by Routledge in 2005.

**Derrick Chong** is a senior lecturer in management at Royal Holloway, University of London. He is also consultant lecturer in art business at Sotheby's Institute of Art in London and Singapore, and a Fellow of the Royal Society of the Arts (FRSA). He wrote *Arts Management*, also published by Routledge, in 2002. The new edition of *Arts Management* will be available in 2008.

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