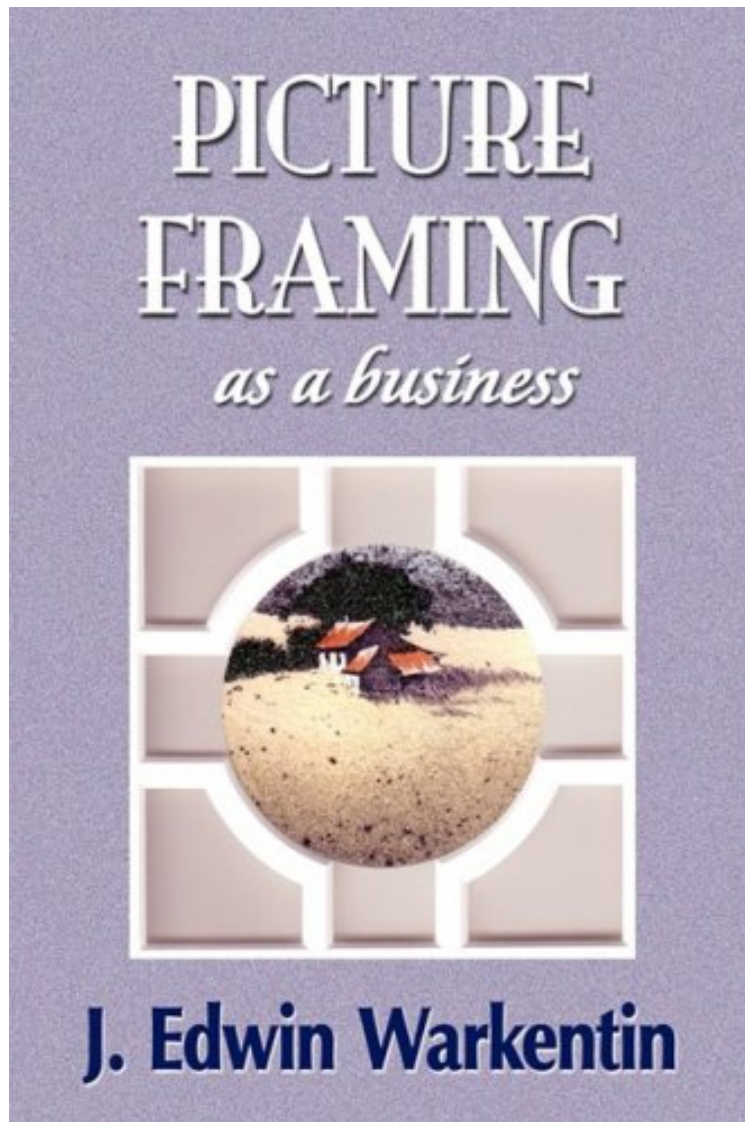


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## PICTURE FRAMING as a Business

*J. Edwin Warkentin*

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#436842 in Books 1st World Publishing 2009-03-04Original language:EnglishPDF # 1 9.21 x .46 x 6.14l, .69 #File Name: 1421890011220 pages | File size: 26.Mb

**J. Edwin Warkentin : PICTURE FRAMING as a Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised PICTURE FRAMING as a Business:

2 of 2 people found the following review helpful. Excelent resoures for anyone starting a framing business.By J\_O\_BThis is the only book I've found at an affordable price that was specifically written for the person who was planning on starting a professional framing business. There's lots of extremely useful information that you would be hard pressed to find anywhere else. I found the chapters on pricing and marketing particularly useful. I would have

given it five stars if it had a little color (it seem odd to write a chapter on color without using any color) and there are a few omissions or areas that could have used a little more depth. I would have gladly sacrificed the history of paper for a little more information on matting and framing a tee shirt, for instance. Overall I'm very glad I made this purchase and would recommend it without reservation. 1 of 2 people found the following review helpful. Good book but lacks content

By Nelson  
The author gives a lot of useful tips, but not enough details. All the pictures and illustrations are in black and white what kind makes you use your imagination. Also, on chapter 4 he tries to explain colors (using only black and white), but it falls short. He says that we in reality don't see colors.. that's all in our brains. I think he was referring to "constancy" which makes our brain process colors using patterns. Like a yellow banana is always yellow indifferent the lighting conditions, i.e., a yellow banana looks to us the same color in day light or in dim light, because the brain "adjust" the color, this is called "constancy". I recommend the book, but keep in mind we will need a internet connection to google each subject for details. 1 of 1 people found the following review helpful. Good Guidelines

By Rebeca Alvarez  
I would say it's a good book, with good guidelines and specific issues of a framing business. I would recommend it to beginners of this business as well as experimented owners, to review some specific aspects to improve their business.

The Picture Framing Book as a Business Will show you how to: organize your picture framing business acquire experience in colour coordination increase your mat design repertoire handle various types of artwork including needlework develop conservation techniques for framing artwork You will also discover the keys to: designing a practical picture framing business increasing profits while remaining solvent reducing business expenses setting up a business plan that will get you more dollars recognizing and following sound business principles developing a winning marketing strategy