

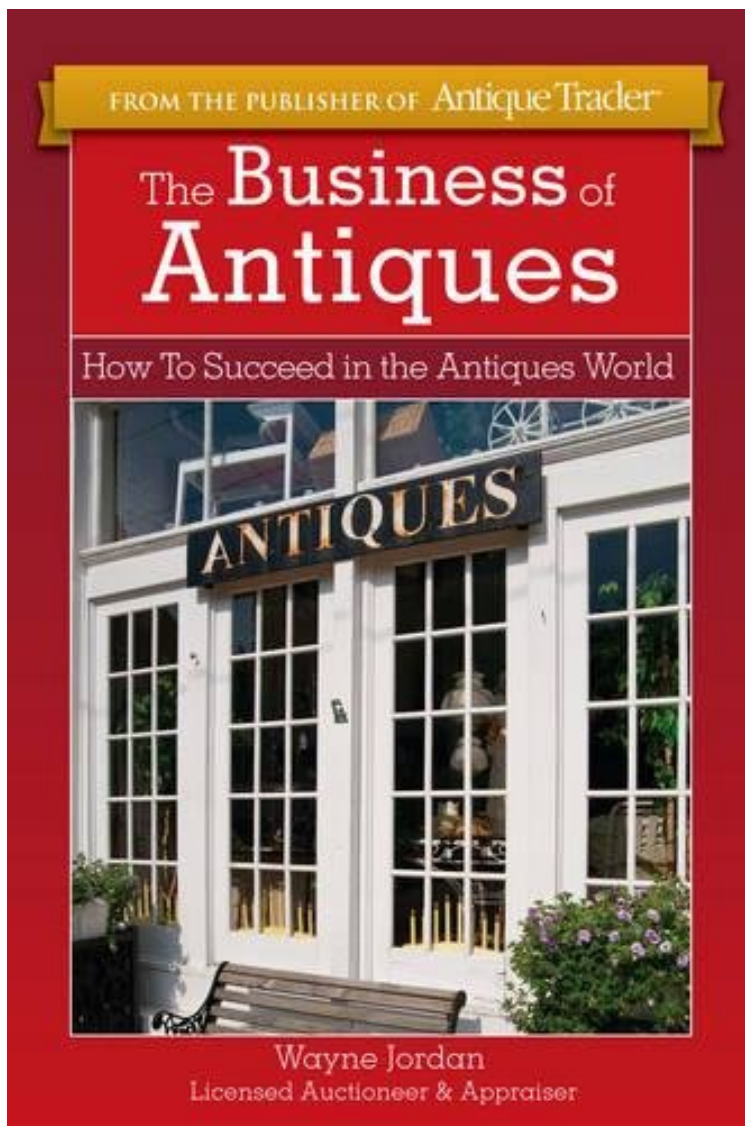
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Wayne Jordan

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The Business of Antiques: How to Succeed in the Antiques World

Wayne Jordan : The Business of Antiques: How to Succeed in the Antiques World before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Antiques: How to Succeed in the Antiques World:

0 of 0 people found the following review helpful. Great ReadBy michaelMy decision to give this book a five star rating was based on the valuable information included. The author does a fabulous job in attempting to touch on any and every facet of the antiques business. I use the word "attempt" because there is no way he could foresee what issues each individual (whether they be the vendor, owner, inheritor...etc) but he does his best to try. And I quote, "I can tell you where the road hazards are but you have to drive yourself." I would definitely recommend this book to anyone

wanting to know more about the antiques business. Knowledge is power after all.0 of 0 people found the following review helpful. Five StarsBy CustomerHelpful.0 of 0 people found the following review helpful. Five StarsBy DKG GLOBALGood book

Antique businesses fail at an alarming rate. That's because it takes more than an affinity for armoires and knowing the difference between Art Nouveau and Art Deco to survive, let alone prosper. Fortunately veteran auctioneer and antique expert Wayne Jordan is here to show you how to make your business work. In a practical, easy-to-understand process, Jordan walks you through the essentials of creating and maintaining a flourishing antiques business in the fast-evolving world. Change is constant, and Jordan shows you how it can be less painful and more beneficial to your business. Learn how to better manage your inventory, set up an effective online marketing strategy, capture young customers, improve traffic flow and - most importantly - thrive while others flounder. In This Antiques Business Guide You'll Find: Up to date 2013 tax rules. The use of social media and how it can benefit your store. Tips for arranging your store to move inventory. How to improve traffic flow and attract customers. This intelligent book covers everything and is sure to assist you in your antiques business.