



## How to Sell What You Make: The Business of Marketing Crafts (3rd Revised edition)

By Paul Gerhards

Stackpole Books. Paperback. Book Condition: new. BRAND NEW, How to Sell What You Make: The Business of Marketing Crafts (3rd Revised edition), Paul Gerhards, Pointers for getting started, selling, exhibiting at trade shows, pricing, and marketing to turn a hobby into a profitable business Updated for the digital age, with new sections on creating effective websites and blogs, marketing with social networks, selling online, and using smartphones and tablets for payments Previous editions sold more than 180,000 copies.

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