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of the many building
blocks of the art
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succinct walkthrough
of art historical insights
with clever
perspectives on
contemporary practice.

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perspectives on contemporary practice. I finished the book astonished that something similar had not been written long ago--after all we live in a world where understanding market behaviour is no longer desirable but a must!

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Art is no longer simply made, but packaged, sold, and branded. In *Art of the Deal*, Noah Horowitz exposes the inner workings of the contemporary art market, explaining how this unique economy came to be, how it works, and where it's headed.

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what business
practices I would
reintroduce to the

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modern produce industry. Put simply, I would bring back the “art of the deal.”

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Instead, Art of the Deal is a dense and erudite tome that offers a sober (and sobering) analysis of contemporary art market economics with the aim of bringing clarity and transparency to the

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market's murkier
reaches. Noah
Horowitz, *Art of the
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made, but packaged,
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collecting and
investing in today's art
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" Art of the Deal is
cogently argued,

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thoroughly researched,
and richly documented.
It is also, to my
knowledge, highly
original, and not only in
its subject
matter--giving a
textured financial
analysis of
contemporary art, in all
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manifestations--but in
the rigor of its financial
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The Art of the Deal: Contemporary Art in a Global ...

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Art of the Deal is published under the imprimatur of Princeton University Press, runs to 384 pages, weighs in at over 500 grams, and is printed on acid-free archival paper.

Encomiums from the obligatory luminaries plaster the back cover. Daniel Birnbaum: "In recent decades, the world of contemporary art has developed into a global business.

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In *Art of the Deal*, Noah Horowitz exposes the inner workings of the contemporary art market, explaining how this unique economy came to be, how it works, and where it's headed. In a new postscript, Horowitz reflects on the evolution of the trade

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since the book's
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Critics have sniffed at his new cultural centerpiece -- the Broad Contemporary Art Museum, an addition to the Los Angeles County Museum of Art -- and questioned the quality

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