



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

Wayne Jordan

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

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.

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