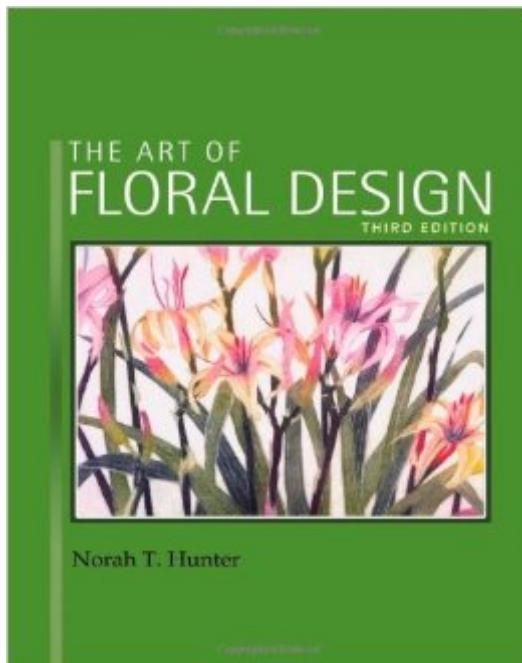


The book was found

The Art Of Floral Design



Synopsis

Start your career in floral design with the 3rd Edition of THE ART OF FLORAL DESIGN!

Newly-expanded and updated, the book introduces you to the full range of floral design techniques, from basic to advanced, with vivid photographs, colorful illustrations, and easy-to-understand descriptions. THE ART OF FLORAL DESIGN, 3rd Edition balances theory with practice, covering the history of design, artistic elements, floral anatomy, and nomenclature, along with techniques, tools, and specialties. Much more than a design book, THE ART OF FLORAL DESIGN, 3rd Edition prepares you for the real business world with discussions on distribution, marketing, advertising, and the other industry-specific issues you need to know for success in the field.

Book Information

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Average Customer Review: 4.9 out of 5 starsÂ See all reviewsÂ (12 customer reviews)

Best Sellers Rank: #119,642 in Books (See Top 100 in Books) #30 inÂ Books > Crafts, Hobbies & Home > Crafts & Hobbies > Flower Arranging & Crafts > Flower Arranging #36 inÂ Books > Science & Math > Agricultural Sciences > Horticulture #77 inÂ Books > Textbooks > Science & Mathematics > Agriculture

Customer Reviews

The Art of Floral Design provides a wealth of knowledge. I'm just learning Floral Design and this book is a great resource for information on all aspects of the floral industry. It's well written, easy to understand and the photos assist in bringing it all together. I highly recommend it whether you want to create floral arrangements for your own personal use or enter the profession as a Floral Designer.

I got this book for my floral design class. It has so much useful information on the history of flowers and identification. I love the pictures and it's very current. It is super expensive though, and I wish it weren't so much money.

Great Book! Very colorful illustrations which help to make projects come alive. This book is very good reading for people that are new to the class.

Has just about everything you need to know about floral design in this book. A must for anyone wanting to get in the floral industry.

Wonderful for those serious in the floral business. For one taking it as a fun class in college, WAY too expensive. I hardly crack the book. BUT, perfect for those interested in the business aspect.

Very nice book. I needed it for my class & I love the fact that I can rent this for a whole lot less! is so professional. All I had to do is print out the return labels and send it back.

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