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Why would a smart New York investment banker pay twelve million dollars for the decaying, stuffed carcass of a shark? How does Jackson Pollock's drip painting No.5 1948 sell for \$140 million? And why does a leather jacket with silver chain attached, tossed in a corner and titled 'No One Ever Leaves', bring \$690,000 at a 2007 Sotheby's auction? The Twelve Million Dollar Stuffed Shark is the first book to look at the economics of the modern art world and the strategies which power the market to produce such astronomical prices. Don Thompson talks to auction houses, dealers, and collectors to find out the source of Charles Saatchi's Midas touch, and how far a gallery like White Cube has contributed to Damien Hirst becoming the highest-earning artist in the world. The result is a fascinating, shrewd and highly readable insight into a world where brand is everything. Don Thompson is an economist and professor of business specialising in art. He has taught at the London School of Economics and the Harvard Business School. This is his first trade book. He lives in London and Toronto.

12 million dollar stuffed shark the curious economics of contemporary art and auction houses english edition 8 novembre 2010 de don thompson format kindle eur 10 73

It was a bargain i say here is my review of don thompson s excellent the 12 million stuffed shark the curious economics of contemporary art here is one excerpt from my review should we think such purchases are silly or noble many people recoil from the contemporary art market as the home of pretension and. The 12 million stuffed shark explores money lust and the self aggrandizement of possession in an attempt to determine what makes a particular work of art valuable while others are ignored in the style of the bestselling freakonomics thompson uses economic concepts to explain the unique practices employed to great success in the international contemporary art market.

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By what alchemy does jackson pollock s drip painting no 5 1948 sell for 140 million the 12 million dollar stuffed shark is the first book to look at the economics of the modern art world and the marketing strategies that power the market to produce such astronomical prices

Don thompson s the 12 million stuffed shark the curious economics of contemporary art is an interesting pilation of many different facets of the

contemporary art market the book is written around a central thesis that branding is responsible for the popularity and prices of contemporary art thompson begins the book by

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The 12 million stuffed shark the curious economics of contemporary art book thompson donald n

National post talks about his book 12 million stuffed shark the curious economics what a 12 million stuffed shark can teach you about increasing value and profits ride along with mark as he discusses the branding lessons taught by a 12 million stuffed shark the same strategy that drives richard book reviews the 12 million stuffed. The curious economics of contemporary art by throwing off multimillion dollar deals as wealthy buyers move from fair to fair auction to auction the 12 million stuffed shark is a freakonomics approach to the economics and psychology of the contemporary art world. The 12 million stuffed shark the curious economics of contemporary art and auction houses by don thompson ebook sign up to save your library the twelve million dollar stuffed shark is the first book to look at the economics of the modern art world and the strategies which power the market to produce such astronomical prices. The 12 million stuffed shark the curious economics of contemporary art it thompson the twelve million dollar stuffed shark is the first book to look at the economics of the modern art world and the marketing strategies which power the market to produce such astronomical prices.

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The 12 million stuffed shark the curious economics of contemporary art by don thompson at the epicenter of thompson s edgy statistics filled narrative is the simple question does contemporary art mand power and high prices because it is good or because it is branded p 71.

Author don thompson in an interview with national post talks about his book 12 million stuffed shark the curious economics of contemporary art

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The 12 million stuffed shark is an unexpected find a witty and thoughtful and well sourced look at the economics of contemporary art at the ways in which contemporary art is marketed and how artists dealers and auctioneers make their money.

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The 12 million shark the curious economics of contemporary art as pared to other books on this subject provides a 360 degree view of the contemporary art market the book provides a view of the market from the perspective of the collector dealer and auction house and really gives the reader a sense of how the

market operates and the pros and cons of this unique manner in which art is. When it es to contemporary art many observers simply scratch their heads and mumble you call that art intriguing disturbing exhilarating and obscene contemporary art is hard to understand in fact when you consider pieces like the titular 12 million stuffed shark by damien hirst it is often downright baffling.

In the 12 million stuffed shark the curious economics of contemporary art palgrave macmillan 272 pages 24 95 published earlier this year in england and ing out in america in

The 12 million stuffed shark the curious economics of contemporary art by the 12 million stuffed shark is a freakonomics approach to the economics and psychology of the contemporary art world throwing off multimillion dollar deals as wealthy buyers move from fair to fair.

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