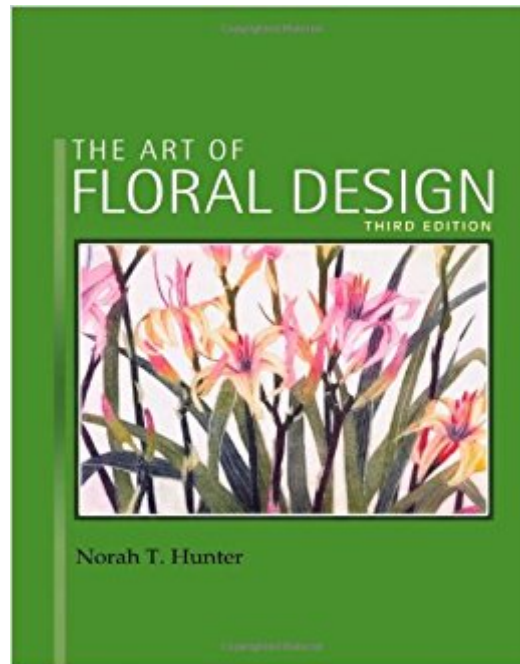


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# The Art Of Floral Design



## 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: 4.8 out of 5 stars 15 customer reviews

Best Sellers Rank: #117,604 in Books (See Top 100 in Books) #35 in Books > Crafts, Hobbies & Home > Crafts & Hobbies > Flower Arranging & Crafts > Flower Arranging #46 in Books > Science & Math > Agricultural Sciences > Horticulture #88 in Books > Crafts, Hobbies & Home > Gardening & Landscape Design > Flowers

## Customer Reviews

"Comprehensive coverage of material, well-written illustrations."

I am amazed at the degree of information and quality of this book. This book encompasses everything one needs to know about floral design and the pictures are fabulous. I will continue to use this book as my go to reference book in my floral design business.

Great book, for a great class!

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.

I am using the book in conjunction with a college course in floral design. The book is very informative and a valuable tool.

Its full of information, awesome book :)

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.

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.

This is a really great reference book to have on hand! A bit pricey, but glad I bought it!

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