

The Art of Floral Design

By Norah T. Hunter



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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.



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