

The Fragrance Designer's Primer: A Roundtable of 14 Fragrance Makers answer 34 Creative, Brand and Business Defining Questions (The Entrepreneur Primer) (Volume 1)

AK Crump

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Are you interested in perfumes and fragrance design as a small business? There are many how-to books on starting an enterprise, but often the best advice comes directly from those with actual experience. Thus came the idea for this book; this primer. Why not ask perfumers firsthand what they have experienced and what they recommend? With this concept in mind, we composed 34 key questions and asked them to 14 interesting artisans with experience in either perfume, skin care, or both. Their answers on creativity, branding and business are very frank and often personal, and written in a journal or diary style. The information in the resulting primer is worth its weight in gold.



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