



Make Art Make Money: Lessons from Jim Henson on Fueling Your Creative Career

By Elizabeth Hyde Stevens

BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 173 x 137 mm. Language: English . Brand New. In our culture, artistic genius and poverty seem inevitably linked, but does it have to be that way? Jim Henson didn t think so. An iconic creator and savvy businessman, Henson is a model for artists everywhere: without sacrificing his creative vision, Henson built an empire of lovable Muppets that continues to educate and inspire and a business that was worth \$150 million at the time of his death. How did he ever pull it off? And how can other creators follow in his path? In Make Art Make Money: Lessons from Jim Henson on Fueling Your Creative Career, journalist and educator Elizabeth Hyde Stevens presents ten principles of Henson s art and business practices that will inspire artists everywhere. Part manifesto, part history, part cultural criticism, part self-help, Make Art Make Money is a new kind of business audiobook for creative professionals: a guide for creating and succeeding thanks to lessons from the Muppet Master himself.



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