

10-31

1 Introduction

—Motivations and
Strategies for Collecting

32-53

2 Investing in Art

—Why Most Art Is Not
a Good Investment

54-69

3 Navigating the Art Market

—Data, Players, Power
Structures

70-87

4 Collectors

—Learning from
Other Collectors

88-117

5 Artists

—Selecting Artists
to Collect

118-153

6 Galleries

—Finding a Partner
You Can Trust

154-173

7 Art Fairs

—Buying at Art Fairs
without Getting
Overwhelmed

174-197

8 Auction Houses

—Getting the Best Deals
without Overpaying

198-209

9 Art Advisors

—Working with Advisors

210-223

10 NFTs

—An Introduction
and Overview

224-232

Appendix

—Author's Note
and Participants