



# Marjorie Milner College

Excellence in Education Since 1946

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## Fresh Cut Flowers: New HARDCOVER Book, written by Gregory Milner

Fresh Cut Flowers is the ultimate handbook for florists, floral artists and anyone who loves cut flowers! It is also an informative resource for florists-in-training, brides who are planning their wedding flowers, and business owners who would like their premises decorated with floral arrangements.

**For amateurs and enthusiasts, this book cover topics such as:**

- identifying and selecting the freshest cut flowers
- how to achieve the maximum life span for purchased flowers, using recommended care and handling techniques
- creating basic arrangements using flowers, vases and floral sundry products

**For professionals in the floral industry, this book covers topics such as:**

- operating a florist business: purchasing stock; customer expectations; commercial care and handling of flowers; and coolroom/refrigerator usage
- working with wedding clients: selecting appropriate flowers for bridal arrangements; consulting and cost estimation; and contrasting bouquets with bridal gowns
- working with business clients: selecting flowers for corporate decorating; delivery and mid-week visits; and creating designs for office environments

**Buy this book for AUD \$59.99**

+ \$11.50 Postage and Handling within Australia

**To place an order please print the form below, address to:**

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VIC, Australia

**Or if you prefer you may fax the form to:**

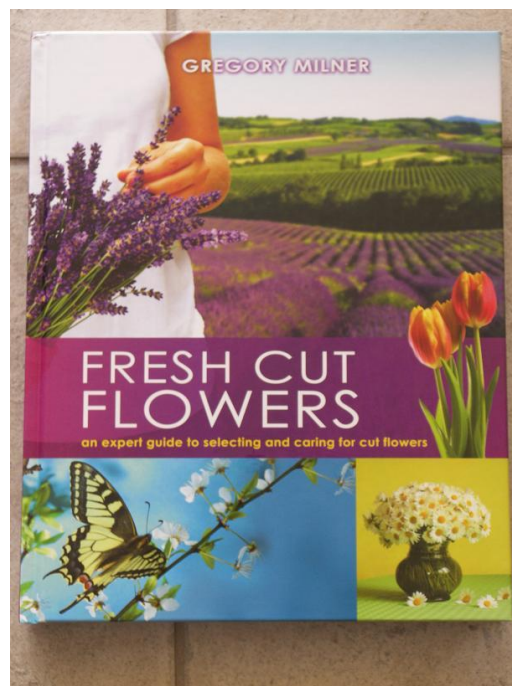
Fax: (+613) 9880 7267

If you have any queries or concerns feel free to contact us at,

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