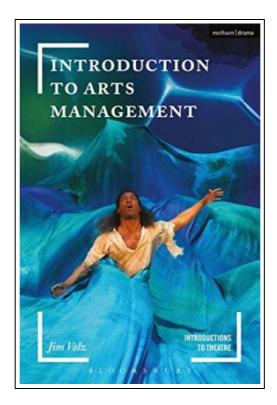
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Bloomsbury Publishing PLC, United Kingdom, 2017. Hardback. Condition: New. HPOD. Language: English. Brand New Book ***** Print on Demand ******.Introduction to Arts Management offers a unique, dynamic and savvy guide to managing a performing or visual arts organization, be that an arts center, theatre, museum, art gallery, symphony orchestra, or other arts company. For those training to enter the industry, workers in arts administration, or those seeking to set up their own company, the wealth of expert guidance and direct, accessible style of this authoritative manual will prove indispensable. Gathering best practices in strategic planning, marketing, fundraising and finance for the arts, the author shares practical, proven processes and valuable tools from his work with over 100 arts companies and professional experience producing over 100 music, dance, theatre and visual arts events. Unique features include: * boilerplate guides for marketing and fundraising * a sample Board of Trustee contract * specific budget checklists * day-to-day working tools that can be immediately instituted in any arts organization * resources at the end of each chapter designed to help readers consider and implement the strategies in their own practice. Interviews with arts leaders offer insights into the beginnings and growth of significant arts institutions, while examples based on real situations and successful arts organizations from both North America and Britain illustrate and underpin the strategic and practical advice. Expanded from the author's highly successful How to Run a Theatre, this edition offers both trainees and seasoned professionals the handson strategic leadership tools needed to create, build and nurture a successful career in the challenging world of arts administration and management.



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