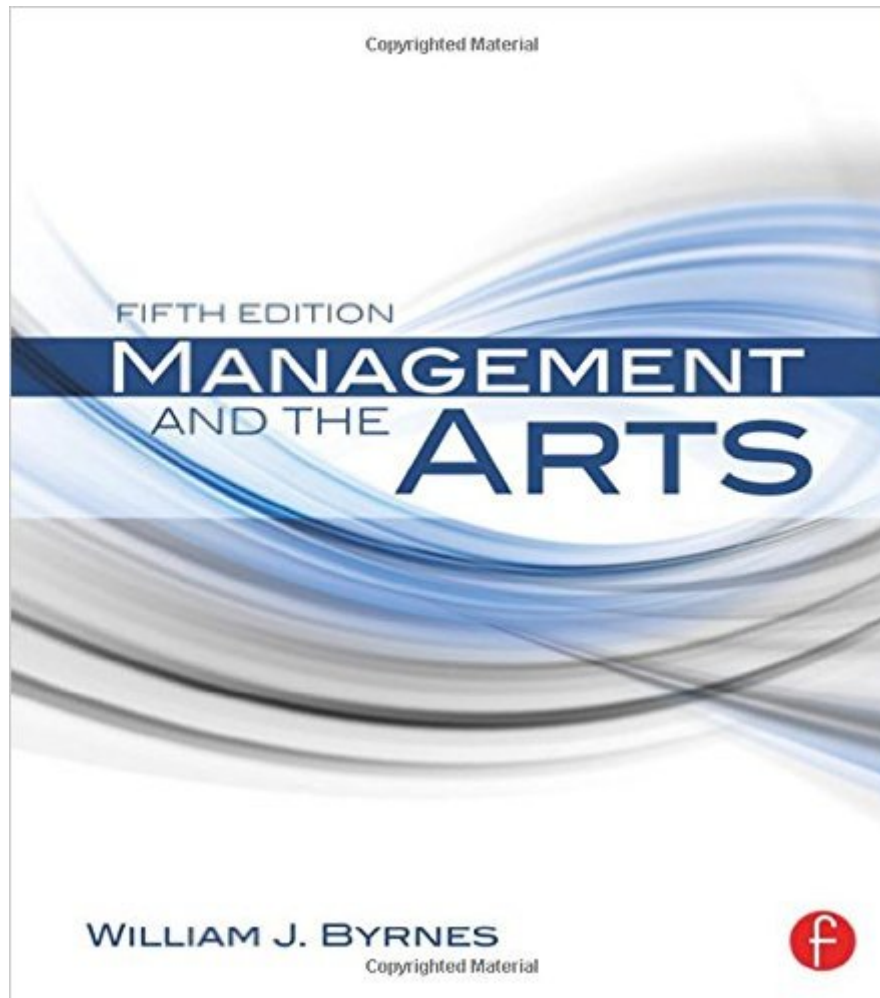


The book was found

Management And The Arts



Synopsis

The fifth edition of *Management and the Arts* provides you with theory and practical applications from all arts management perspectives including planning, marketing, finance, economics, organization, staffing, and group dynamics. Regardless of whether you are a manager in a theatre, museum, dance company, or opera, you will gain useful insights into strategic planning, organization, and integrated management theories. Case studies, statistics, and real-world examples will allow you get a handle on all aspects of arts managements, from budgeting and fundraising, to e-marketing and social networking, to working effectively with boards and staff members. Revised to reflect the latest thinking and trends in managing organizations and people, this fifth edition features class-tested questions in each chapter, which help you to integrate the material and develop ideas about how the situations and problems could have been handled. Case studies focus on the challenges facing managers and organizations every day, and "In the News" quotes give you real-world examples of principles and theories.

Book Information

Paperback: 600 pages

Publisher: Focal Press; 5 edition (September 11, 2014)

Language: English

ISBN-10: 0415663296

ISBN-13: 978-0415663298

Product Dimensions: 7.5 x 1.2 x 9.1 inches

Shipping Weight: 2.3 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars Â Â See all reviews Â (6 customer reviews)

Best Sellers Rank: #135,961 in Books (See Top 100 in Books) #42 in Â Books > Business & Money > Industries > Performing Arts #158 in Â Books > Textbooks > Humanities > Performing Arts > Theater #473 in Â Books > Textbooks > Business & Finance > Management

Customer Reviews

Management and the Arts begins each chapter with a short list of terms for the business. Then it lists the types of organizations involved in the arts; museums, theaters, operas, dance schools, etc. Each one has a numerical code to use, and categorized with the specific types of visual or performing arts they promote. The first chapter ends with an introduction to basic management and division of labor. The second chapter deals more with the business side of the arts, along with a brief history. When art-related businesses become more competitive, a stronger management base

is needed. For instance, small vaudeville houses didn't require much in the way of management. All they had to do with have a sign up roster, let the juggler/dancer/comedian/musician go on for 15 minutes, and pay him his \$10. Whatever preparation the performers did was at their own expense. An opera, however, needed a greater management structure; rehearsals had to be scheduled, sets had to be built, the wardrobe had to be cared for, makeup artists were needed, musicians had to be hired and rehearsed, and rehearsal time had to be paid for. Management and the Arts covers the business strategies that are germane to the different types of organizations for the arts. For instance, a theater is usually open at night, while a museum is open all day long. A theater manager has to take care of a greater amount of scheduling than a museum, because the same artworks sit in the museum all day, and paintings don't have to be booked the way actors do. However, a museum needs someone to curate the shows if it wants to attract paying visitors. If it needs money from grants, somebody will have to write the proposal.

[Download to continue reading...](#)

Arts Management: Uniting Arts and Audiences in the 21st Century Creating Meaning Through Literature and the Arts: Arts Integration for Classroom Teachers Praxis II English Language Arts Content Knowledge (5038): Study Guide and Practice Test Questions for the Praxis English Language Arts (ELA) Exam Understanding the Arts and Creative Sector in the United States (Rutgers Series: The Public Life of the Arts) College Guide for Performing Arts Majors: The Real-World Admission Guide for Dance, Music, and Theater Majors (Peterson's College Guide for Performing Arts Majors) Creating Meaning through Literature and the Arts: Arts Integration for Classroom Teachers (4th Edition) The Moving Researcher: Laban/Bartenieff Movement Analysis in Performing Arts Education and Creative Arts Therapies Arts Law Conversations: A Surprisingly Readable Guide for Arts Entrepreneurs Pineapple Doilies (Leisure Arts #75013) (Leisure Arts Little Books) Ripple Afghans to Crochet (Leisure Arts #75001) (Leisure Arts Little Books) Unique Shapes In Plastic Canvas (Leisure Arts #1581) (Leisure Arts Craft Leaflets) Santa's Great Book (Leisure Arts #2840) (Leisure Arts Best) Leisure Arts Plastic Canvas Stitch Dictionary Leisure Arts Second Grade Language Arts Success (Sylvan Super Workbooks) (Language Arts Super Workbooks) Project Management: 26 Game-Changing Project Management Tools (Project Management, PMP, Project Management Body of Knowledge) Agile Project Management: Box Set - Agile Project Management QuickStart Guide & Agile Project Management Mastery (Agile Project Management, Agile Software Development, Agile Development, Scrum) Agile Project Management: An Inclusive Walkthrough of Agile Project Management (Agile Project Management, Agile Software Development, Scrum, Project Management) Management and the Arts The Production Manager's

Toolkit: Successful Production Management in Theatre and Performing Arts (The Focal Press Toolkit Series) How to Run a Theater: A Witty, Practical and Fun Guide to Arts Management

[Dmca](#)