



Management and the Arts (Paperback)

By William James Byrnes

Taylor Francis Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 5th Revised edition. 234 x 190 mm. Language: English . Brand New Book. 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.



READ ONLINE
[9.34 MB]

Reviews

An incredibly wonderful book with perfect and lucid explanations. It normally is not going to price a lot of. I am just very happy to tell you that this is the greatest pdf we have go through within my personal lifestyle and could be he finest book for at any time.

-- **Bart Lowe**

This is basically the greatest pdf i actually have go through till now. It is definitely simplistic but surprises within the fifty percent in the ebook. I am easily will get a delight of studying a published ebook.

-- **Hyman O'Conner III**