



Arts Management (Mastering Management in the Creative and Cultural Industries)

Derrick Chong

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The second edition of *Arts Management* has been thoroughly revised to provide an updated, comprehensive overview of this fast-changing subject. Arts managers and students alike are offered a lively, sophisticated insight into the artistic, managerial and social responsibilities necessary for those working in the field.

With new cases studies and several new chapters, Derrick Chong takes an interdisciplinary approach in examining some of the main impulses informing discussions on the management of arts and cultural organizations. These are highly charged debates, since arts managers are expected to reconcile managerial, economic and aesthetic objectives. Topics include:

- arts and the State, with reference to the instrumentalism of the arts and culture
- business and the arts
- ownership and control of arts organizations
- arts consumption and consumers, including audience development and arts marketing
- managing for excellence and artistic integrity
- financial investing in the arts, namely fine arts funds and theatre angels
- philosophies of philanthropy

Incorporating a deliberately diverse range of sources, *Arts Management* is essential reading for students on arts management courses and provides valuable insights for managers already facing the management

challenges of this field.

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