

Arts Management

By Derrick Chong

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Arts Management By Derrick Chong

Presenting this critical overview, at a time when interest in aesthetics and managements studies is rapidly increasing, Derrick Chong explores a vital sub-discipline: arts management.

Using a diverse range of sources that include contributions from contemporary artists, prominent management theorists and the experience of arts managers, topics discussed include:

- arts research
- cultural entrepreneurship
- collaborations in the arts
- artistic leadership
- institutional identity
- arts marketing
- creative approaches to financing
- organizational forms and dynamics.

The book makes a concerted effort to address the artistic, managerial and social obligations of arts and cultural organisations operating in contemporary urban environs. As such, it is a must-read for students and scholars of business, management and art.

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Editorial Review

Review
'As arts management becomes ever more mature and starts to stake out its own territory in management theory, this kind of work will become interesting to anybody with an interest in the subject and perhaps even a career in it.' - *Arts Professional*

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