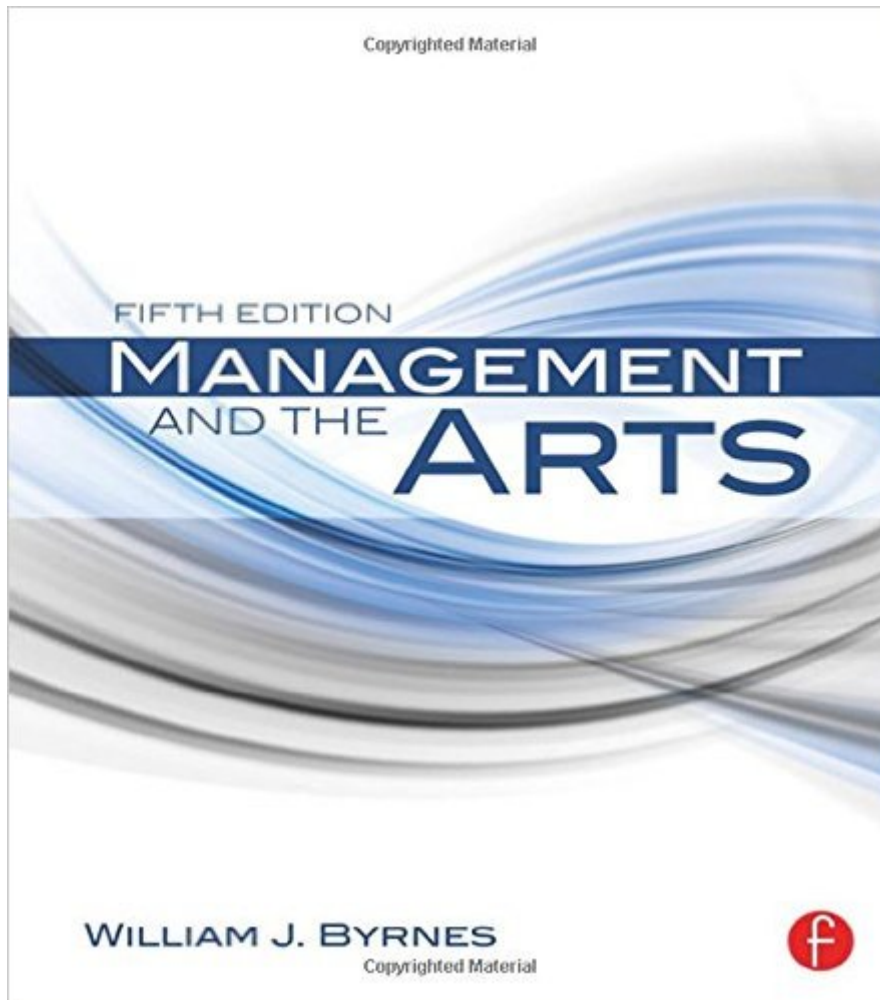


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# Management And The Arts



## 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

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## 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.

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