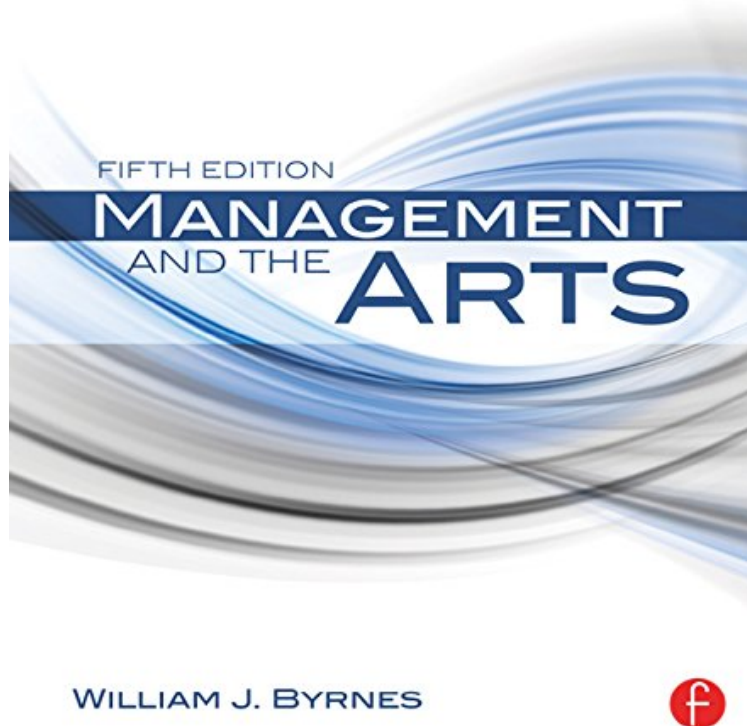


Management and the Arts

William James Byrnes

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William James Byrnes : Management and the Arts before purchasing it in order to gauge whether or not it would be worth my time, and all praised Management and the Arts:

1 of 1 people found the following review helpful. Basic, but very clear and complete. By Juan Salazar Ochoa Saved my masters degree in art and cultural management. Long story short, the master's pensum was really bad (U. Barcelona). This book helped me cover all the holes I had with the bad classes I took, mostly is up to date. It only covers how managing is done in North America so depending in which part of the world u are in, some concepts will not apply or may give u a twist on how to handle things differently. Great book! definitely will recommend it!. One thing is that the graphics in the kindle version are low quality, so if you zoom it and try to read them, it will be pixelated. 0 of 0 people found the following review helpful. Yay! By Elizabeth Watkins Just what I need. 0 of 0 people found the following review helpful. Five Stars By Tiana Johnson Good condition. Just as the description said.

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.