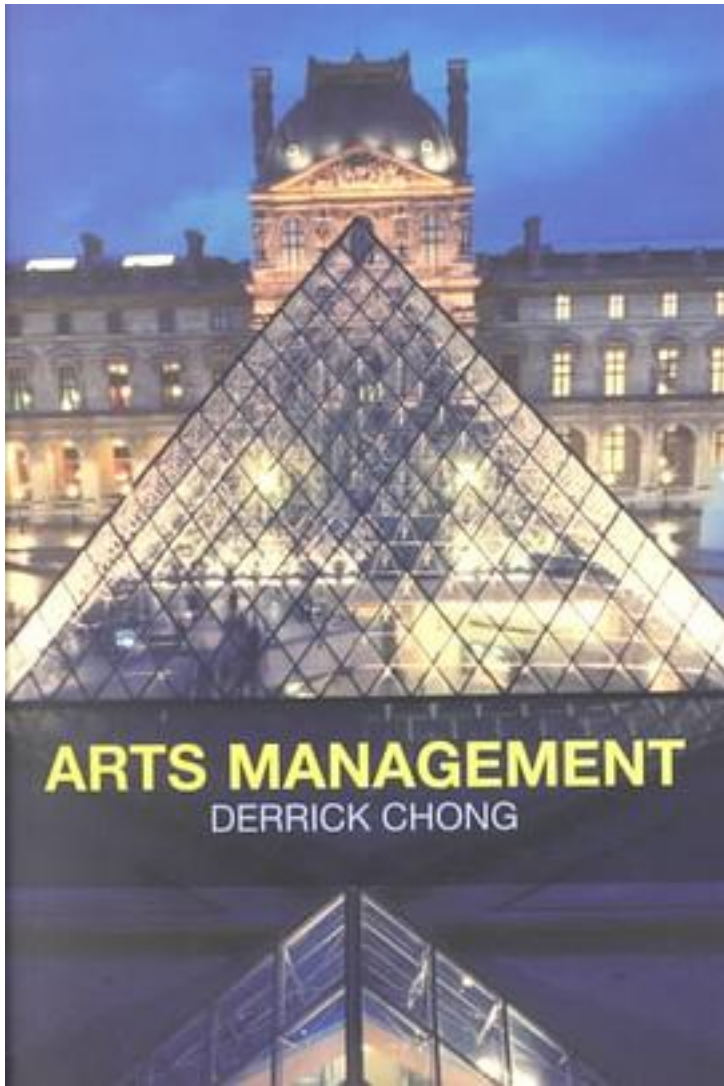


Arts Management



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著者:Chong, Derrick

出版者:Routledge

出版时间:2001-1

装帧:Pap

isbn:9780415236829

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, the topics discussed include: arts research; cultural entrepreneurship; collaborations in the arts; artistic leadership; institutional identity; arts marketing; and, 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.

作者介绍:

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标签

艺术管理

management

arts

艺术

Derrick

Chong

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文化

评论

作为教科书类的存在……

导师的著作，梳理关于arts management 主要知识内容, 像是一本导论。

看了目录就不想学艺术管理。

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书评

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