



# Arts Management

*Derrick Chong*

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## **Arts Management** 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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