



Management and the Arts

William James Byrnes

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Management and the Arts, Fourth Edition provides you with theory and practical applications from all management perspectives including planning, marketing, finance, economics, organizational, staffing, and group dynamics ALL related to an arts organization. Whether you are a manager in a theatre, museum, dance company, or opera, you will gain useful insights into management. Topics written especially to help you with your management skills include:

- * How arts organizations and management evolved
- * The theories and processes behind strategic planning and decision making
- * Organizing and organizational design
- * Staffing and personal relations
- * The tools and techniques available from communicating effectively and keeping track of information
- * Budgeting, fundraising, and financial management
- * Integrating various management theories and practical applications
- * How to work effectively with boards
- * Sections on e-marketing and Web marketing
- * Includes: case studies, statistics, career, and financial information

Revised to reflect the latest thinking and trends in managing organizations and people, Management and the Arts, Fourth Edition features class-tested questions in each chapter, which help you to integrate the material and develop ideas as to 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. Developing career skills and options, graduate and postgraduate training opportunities, and professional organizations and conferences are highlighted.

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