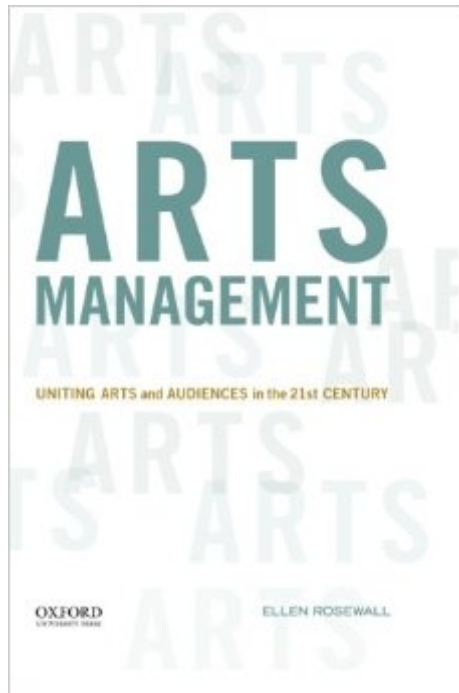


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# Arts Management: Uniting Arts And Audiences In The 21st Century



## Synopsis

Designed for students and practitioners with little experience in not-for-profit management, Arts Management provides an indispensable guide to the theory and practice of managing arts and cultural organizations. This concise text engages readers with case studies and critical-thinking exercises that will develop their ability to adapt to a changing industry. From governance and human resources to program development, financial management, and marketing, Arts Management addresses the unique atmosphere of managing the arts today. It meets the standards of the AAE (Association of Arts Administration Educators) guaranteeing that both current and future practitioners will be prepared to meet the challenges of managing today's arts organizations.

## Book Information

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Average Customer Review: 3.9 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #56,002 in Books (See Top 100 in Books) #18 in [Books > Arts & Photography > Business of Art](#) #13252 in [Books > Textbooks](#) #17497 in [Books > Reference](#)

## Customer Reviews

Just finished reading Ellen Wetherbee Rosewall's "Arts Management: Uniting Arts and Audiences in the 21st Century" and IMHO it is the best resource out there for anyone contemplating a career in arts management. It should be required reading for students and new board members. Comprehensive, beautifully written, practical and really, really informative.

Ellen Rosewall has a wealth of experience to share in this informative and engaging Arts Management book. Students and arts professionals alike can refer to this text for helpful advice and wisdom!

I teach arts management, and I've been using a different text for my arts administration survey course for the last few years. I'll be replacing that text with Ellen's, as it more closely suits my needs

for the course. It does a great job of integrating both for- and non-profit arts management issues, is exceptionally well written, and the book covers all of the topics that I need to cover in the course. There are also a number of mini-case studies to keep the reader interested and to show application of the material to real-world scenarios. Kudos to Ellen for a job well done!

The book arrived on the exact date, the book was in great condition. It's all I expected and more!

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