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Arts Management *An Entrepreneurial Approach*

Carla Stalling Walter, California Lutheran University

Arts Management is designed as an upper division undergraduate and graduate level text that covers the principles of arts management. It is the most comprehensive, up to date, and technologically advanced textbook on arts management on the market.

While the book does include the background necessary for understanding the global arts marketplace, it assumes that cultural fine arts come to fruition through entrepreneurial processes, and that cultural fine arts organizations have to be entrepreneurial to thrive. Many cases and examples of successful arts organizations from the United States and abroad appear in every chapter.

A singular strength of *Arts Management* is the author's skillful use of in-text tools to facilitate reader interest and engagement. These include learning objectives, chapter summaries, discussion questions and exercises, case studies, and numerous examples and cultural spotlights. Online instructor's materials with PowerPoints are available to adopters.

"Arts Management: An Entrepreneurial Approach goes far in helping us to appreciate the amazing intersection of art and business. It is fascinating without overwhelming the reader with esoteric details. It is itself a work of art."

— From the foreword by Russell Belk, York University

"This book by Carla Stalling Walter presents helpful material for those who would like to maximize their chances of success in the business world of art. Even if one is not familiar with management principles and rules, this textbook will be easy to read, and principles, concepts and their application are logically presented."

— From the foreword by Francois Colbert, HEC Montreal

Selected Contents:

Foreword, *Russell Belk*

Foreword, *Francois Colbert*

Introduction

Part I. Understanding the Cultural Fine Arts

1. The Business of the Arts and Culture
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3. The Anthropology and Spirituality of Consumption
4. The Economics of Tangible and Intangible Fine Arts

Part II. Entrepreneurial Development

5. The Cultural Arts in Entrepreneurial Process
6. Consumer Behavior in the Cultural Arts
7. Marketing Research

Part III. Management and Processes

8. The Cultural Arts Organization as a Service
9. Cultural Arts Organizations and Their Management

10. Copyrights, Intellectual Property, Cultural Policy and Legality in Arts Organizations

11. Technology and the Culturepreneurial Organization

Part IV. Growth and Successions

12. Fundraising and Development for the Culturepreneurial Organization
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Part V. Cases

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Case 2. Sex, Lies, and Museum Governance: When Creativity Goes Awry, *Ruth Rentschler*

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by Carla Stalling Walter

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