



Creative Arts Marketing

By Catherine O'Sullivan, Elizabeth Hill, Terry O'Sullivan

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'Creative Arts Marketing' is a practical introduction to the wide range of marketing principles and practices used by those marketing the performing and visual arts.

'Creative Arts Marketing' also looks at the bigger picture. The political, sociological and economic factors which affect people working in the arts are examined enabling readers to consider the function of marketing from a more strategic standpoint. Thus the book integrates the principles of marketing theory with the realities of working in an arts organization.

'Creative Arts Marketing' includes numerous examples and case studies showing how different marketing techniques have worked for a diverse range of arts organizations. It will be invaluable both to students on arts management courses as well as arts managers, marketers and administrators looking for practical guidance on how to market their organizations most effectively.

Integrates the principles of marketing theory with the realities of working in an arts organization

Includes case studies and examples from community, visual and amateur arts

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Creative Arts Marketing By Catherine O'Sullivan, Elizabeth Hill, Terry O'Sullivan Bibliography

- Sales Rank: #13087207 in Books
- Published on: 1995-11-23
- Original language: English
- Number of items: 1
- Dimensions: 9.75" h x 7.50" w x 1.00" l, 1.62 pounds
- Binding: Paperback
- 368 pages

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Editorial Review

Review

'This publication is an essential textbook for both arts practitioners and students intending to pursue a career in arts management. The authors have successfully proceeded a publication which is a practical guide to the principles of marketing and promoting the arts at a time when attracting new audiences and retaining the interest of existing ones has never been more essential.

The text is written in an uncomplicated clear style and will be of value to arts managers working in the public, private and voluntary sectors.'

'This book is not only a practical guide but also looks at the bigger picture - political, sociological and economic factors - enabling readers to consider the function of marketing from a strategic standpoint.'

From the Publisher

Creative Arts Marketing looks at the bigger picture. The political, sociological and economic factors that affect people working in the arts are examined, enabling readers to consider the function of marketing from a more strategic standpoint. Thus Creative Arts Marketing integrates the principles of marketing theory with the realities of working in an arts organization. There are numerous examples and case studies showing how different marketing techniques have worked for a diverse range of arts organizations. As such it will be invaluable both to students on arts management courses as well as arts managers, marketers and administrators looking for practical guidance on how to market their organizations most effectively.

About the Author

Senior Lecturer in Marketing, School of Media, Trinity and All Saints University College, Leeds

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