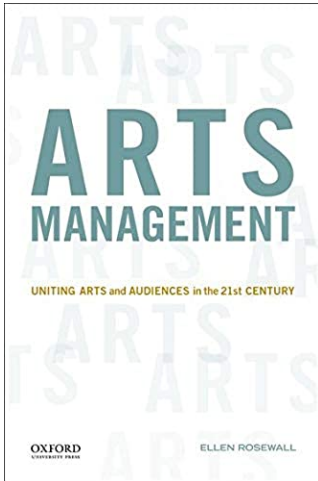


# [PDF] Arts Management: Uniting Arts And Audiences In The 21st Century

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## Description:

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.

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