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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 AAAE (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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Customer Reviews

"Arts Management is thoughtful, engaging, and perfect for the undergraduate population."--Robert Wildman, Long Island University "The examples are clear, appropriate, and practical. Without a doubt, I would adopt this book."--Karen Chandler, College of Charleston "Both well-written and engaging, *Arts Management* is written at a level that my students need."--Erika Haynes, University of Hartford

Ellen Rosewall is Professor of Arts Management at the University of Wisconsin-Green Bay, where she coordinates the Arts Management program. She is co-founder of the Wisconsin Arts Management Educational Partnership (WAMEP) and sits on the board of the Association of Arts Administration Educators (AAAE).

wonderful. thanks.

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!

Excellent condition!

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

This is a wonderful book written by an amazing woman!

The book is great! and in the condition mentioned.

Great!

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.

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