



# Management and the Arts

*William James Byrnes*

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## **Management and the Arts** William James Byrnes

Management and the Arts, Second Edition provides the prospective arts manager with theory and practical applications from all management perspectives (planning, marketing, finance, economics, organizational design, staffing, and group dynamics) as they apply to an arts organization, regardless of whether it is a theatre, museum, dance or opera company. Readers will learn how arts organizations and arts management evolved, the theories and processes behind strategic planning and decision-making, and how to integrate various management theories with practical applications to this type of organization.

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