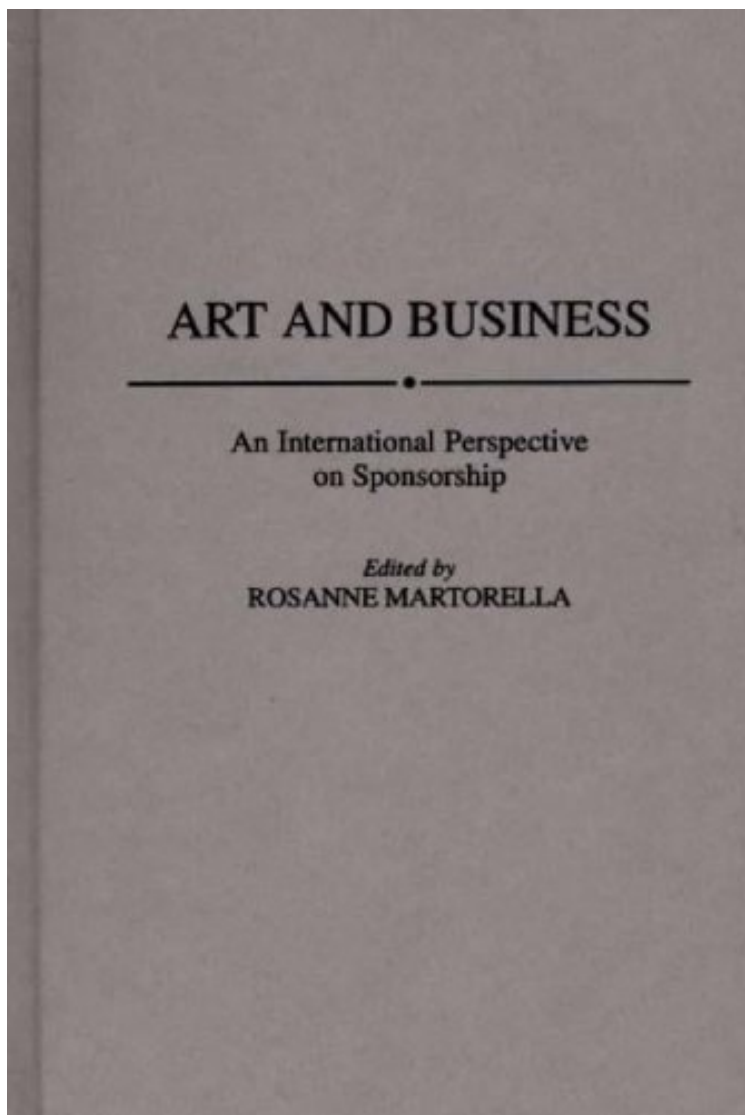


Art and Business: An International Perspective on Sponsorship

Rosanne Martorella

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Rosanne Martorella : Art and Business: An International Perspective on Sponsorship before purchasing it in order to gauge whether or not it would be worth my time, and all praised Art and Business: An International Perspective on Sponsorship:

This book reveals how companies support the arts and highlights actual dollar amounts, services rendered, preferred artistic events, and the motives for such support. The consequence of such patronage is shown by the preference for a particular style, choice of artistic event, and the impact of the recession and declining government support on the

future of the arts. This edited book shows how business philanthropy to the arts evolved and how public relations and marketing strategies are key to understanding the role of business in art. Several articles deal with the impact of international structure of organizations upon artistic decisions as well as the subtle interplay between corporate images and the use of cultural products. Articles are included by leaders in the field including academicians, art administrators, and government officials.

About the Author ROSANNE MARTORELLA is presently Professor of Sociology at William Paterson College in New Jersey. Dr. Martorella has authored numerous articles and books on sociology and the arts including studies on opera, performing arts, organizations, and corporate art collections.