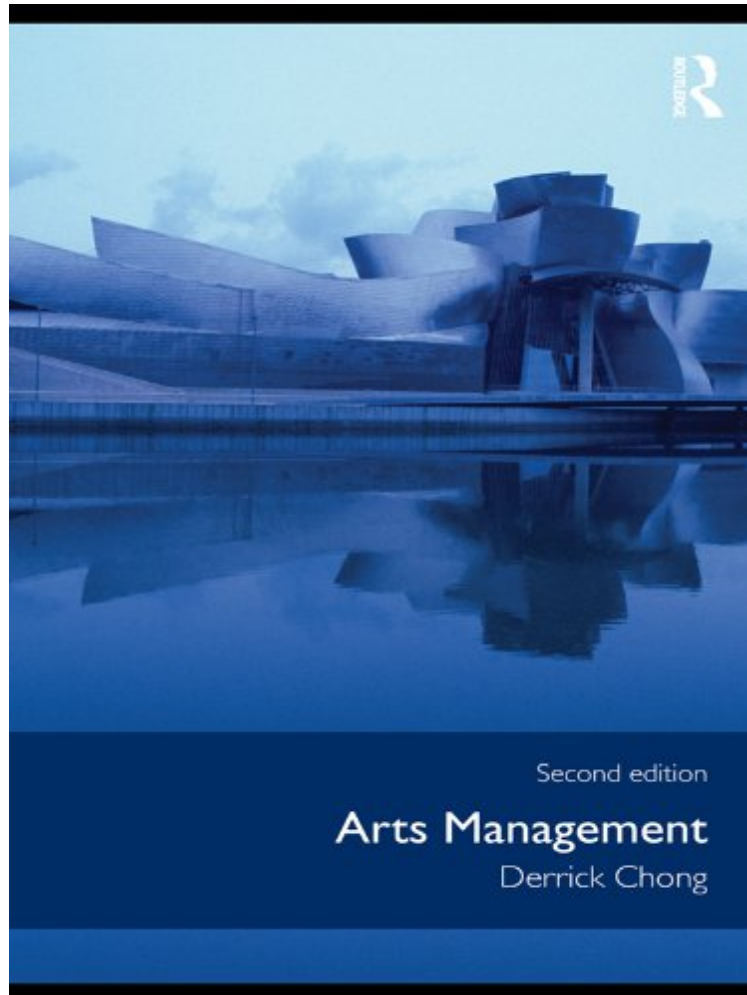


# Arts Management

*Derrick Chong*

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**Derrick Chong : Arts Management** before purchasing it in order to gage whether or not it would be worth my time, and all praised Arts Management:

The second edition of Arts Management has been thoroughly revised to provide an updated, comprehensive overview of this fast-changing subject. Arts managers and students alike are offered a lively, sophisticated insight into the artistic, managerial and social responsibilities necessary for those working in the field. With new cases studies and several new chapters, Derrick Chong takes an interdisciplinary approach in examining some of the main impulses informing discussions on the management of arts and cultural organizations. These are highly charged debates, since arts managers are expected to reconcile managerial, economic and aesthetic objectives. Topics include: arts and the State, with reference to the instrumentalism of the arts and culture business and the arts ownership and control of arts

organizationsarts consumption and consumers, including audience development and arts marketingmanaging for excellence and artistic integrityfinancial investing in the arts, namely fine arts funds and theatre angelsphilosophies of philanthropyIncorporating a deliberately diverse range of sources, Arts Management is essential reading for students on arts management courses and provides valuable insights for managers already facing the management challenges of this field.

About the AuthorDerrick Chong is Senior Lecturer in Management at Royal Holloway, University of London, UK. He is the author of Arts Management (Routledge, 2002) and co-author of The Art Business with Iain Robertson (Routledge, 2008).