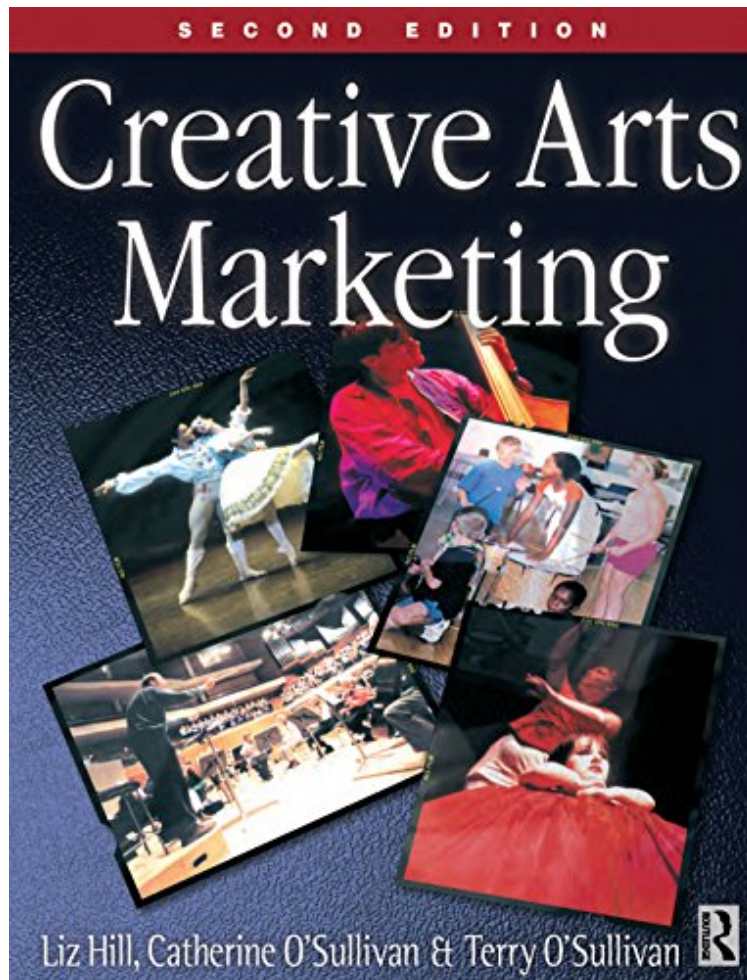


## Creative Arts Marketing

*Elizabeth Hill, Terry O'Sullivan, Catherine O'Sullivan*  
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**Elizabeth Hill, Terry O'Sullivan, Catherine O'Sullivan : Creative Arts Marketing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Creative Arts Marketing:

10 of 10 people found the following review helpful. A good general book, particularly if you are starting out By CD Collector If you are starting out in arts marketing, I think this book provides a good beginning. I was disappointed that there were no author biographies because I wonder what the authors "hands on" experience in the industry has been. I found some of the definitions a little limited in their scope. From someone who is an arts marketer and needs to turn theories into dollars, I found the book to be OK and solid in its advice, rather than ground breaking or terribly innovative.

As a comprehensive overview of all aspects of marketing in the sector, Creative Arts Marketing remains unrivalled, and in addition this edition gives new coverage of -\* Current knowledge and best practice about marketing and advertising through new media\* The impact of Relationship Marketing techniques \* A wholly revised and enhanced

set of cases\* Entirely revised and updated data on the arts 'industry' Creative Arts Marketing reflects the diversity of the arts world in its wide ranging analysis of how different marketing techniques have worked for a diverse range of arts organizations. As such it is an invaluable text for both students and arts managers

'This publication is an essential textbook for both arts practitioners and students intending to pursue a career in arts management. The authors have successfully proceeded a publication which is a practical guide to the principles of marketing and promoting the arts at a time when attracting new audiences and retaining the interest of existing ones has never been more essential. The text is written in an uncomplicated clear style and will be of value to arts managers working in the public, private and voluntary sectors.' 'This book is not only a practical guide but also looks at the bigger picture - political, sociological and economic factors - enabling readers to consider the function of marketing from a strategic standpoint.' From the Publisher Creative Arts Marketing looks at the bigger picture. The political, sociological and economic factors that affect people working in the arts are examined, enabling readers to consider the function of marketing from a more strategic standpoint. Thus Creative Arts Marketing integrates the principles of marketing theory with the realities of working in an arts organization. There are numerous examples and case studies showing how different marketing techniques have worked for a diverse range of arts organizations. As such it will be invaluable both to students on arts management courses as well as arts managers, marketers and administrators looking for practical guidance on how to market their organizations most effectively. About the Author Terry O'Sullivan is Senior Lecturer in Management at Open University Business School, UK. Catherine O'Sullivan is Senior Lecturer in Leadership and Management in Coventry University, UK. Elizabeth Hill is Director of Arts Professional magazine, UK. Brian Whitehead is Publisher of Arts Professional magazine, UK.