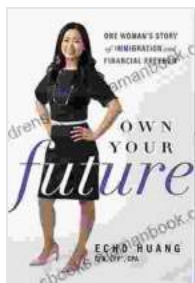


The Routledge Companion to Arts Marketing: A Comprehensive Guide to the Global Arts Industries

About the Book

The Routledge Companion to Arts Marketing provides a comprehensive and international overview of the field of arts marketing. With contributions from leading scholars and practitioners, the Companion covers a wide range of topics, including the history of arts marketing, the role of technology in arts marketing, and the challenges and opportunities facing arts marketers in the 21st century.



The Routledge Companion to Arts Marketing (Routledge Companions in Business, Management and Marketing) by Echo Huang

★★★★☆ 4.6 out of 5

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File size	: 2863 KB
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X-Ray	: Enabled
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Hardcover	: 444 pages
Item Weight	: 2.05 pounds
Dimensions	: 7 x 1.1 x 9.8 inches

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The Companion is divided into five parts:

1. **Part 1: Foundations of Arts Marketing**
2. **Part 2: Marketing the Arts in a Digital Age**
3. **Part 3: Arts Marketing in Context**
4. **Part 4: Arts Marketing in Practice**
5. **Part 5: The Future of Arts Marketing**

Each part is edited by a leading expert in the field, and the chapters are written by a diverse group of scholars and practitioners from around the world.

The Routledge Companion to Arts Marketing is an essential resource for anyone interested in the field of arts marketing. It provides a comprehensive overview of the latest research and practice, and it offers valuable insights into the challenges and opportunities facing arts marketers in the 21st century.

Reviews

"The Routledge Companion to Arts Marketing is a must-read for anyone working in the field of arts marketing. It provides a comprehensive overview of the latest research and practice, and it offers valuable insights into the challenges and opportunities facing arts marketers in the 21st century." -

Michael Kaiser, President, The John F. Kennedy Center for the Performing Arts

"The Routledge Companion to Arts Marketing is an essential resource for anyone interested in the field of arts marketing. It provides a

comprehensive overview of the latest research and practice, and it offers valuable insights into the challenges and opportunities facing arts marketers in the 21st century." - **Don Rubin, Dean, The Schulich School of Business, York University**

"The Routledge Companion to Arts Marketing is a must-have for any arts marketer. It is a comprehensive and up-to-date resource that provides valuable insights into the latest trends and best practices in the field." - **Philip Kotler, Professor of Marketing, Kellogg School of Management, Northwestern University**

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David Brown is a Professor of Marketing at the Schulich School of Business, York University. He is the author of numerous books and articles on marketing, including *Marketing the Arts: A Strategic and Integrated Approach* (Routledge, 2017).

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The Routledge Companion to Arts Marketing features contributions from a diverse group of scholars and practitioners from around the world, including:

- Michael Kaiser, President, The John F. Kennedy Center for the Performing Arts

- Don Rubin, Dean, The Schulich School of Business, York University
- Philip Kotler, Professor of Marketing, Kellogg School of Management, Northwestern University
- Nina Simon, Executive Director, The New Museum
- David Ross, Director, The Royal Opera House
- Simon Rein, CEO, The Barbican Centre
- Sarah Ellis, Director, The Hayward Gallery
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