



# Management and the Arts

By William James Byrnes

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The fifth edition of *Management and the Arts* provides you with theory and practical applications from all arts management perspectives including planning, marketing, finance, economics, organization, staffing, and group dynamics. Regardless of whether you are a manager in a theatre, museum, dance company, or opera, you will gain useful insights into strategic planning, organization, and integrated management theories. Case studies, statistics, and real-world examples will allow you get a handle on all aspects of arts managements, from budgeting and fundraising, to e-marketing and social networking, to working effectively with boards and staff members.

Revised to reflect the latest thinking and trends in managing organizations and people, this fifth edition features class-tested questions in each chapter, which help you to integrate the material and develop ideas about how the situations and problems could have been handled. Case studies focus on the challenges facing managers and organizations every day, and "In the News" quotes give you real-world examples of principles and theories.

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### Review

**'I recommend this book to anyone involved in the business of arts management. With all the museums and theaters in New York City, it might as well be required reading for anyone looking to work at Lincoln Center or any of the numerous museums we have.'** - *Ben Wolinsky, Olive Branch United*

**'The book is a good text for class instruction while remaining a good reference for working arts managers. I recommend this book and wish I had been aware of it during the four previous editions. This fifth edition of Management and the Arts is a good addition to a performing arts manager's library and reference shelves.'** - *Richard S. Peterson, Theatre Design & Technology*

### About the Author

William J. Byrnes is a professor of Arts Administration at Southern Utah University in Cedar City, UT. He regularly teaches graduate seminars and online in the areas of board relations and planning, fundraising, cultural economics, financial management, leadership, and organizational development. He has extensive experience in higher education management and administration and has served in various leadership capacities at SUU, Florida State University, and Oberlin College. He has managed and produced numerous events and productions in the performing arts over the last 40 years. He has served on several boards including the Utah Shakespeare Festival and the ETSA Foundation. He has lectured on arts management in America and in China, Japan, Singapore, Germany, Serbia, and Italy. He has been a long-standing member of the United States Institute for Theatre Technology (USITT) Management Commission and has served in various leadership capacities in USITT since 1980, including serving as president in 2000-02. In 2011 he received the distinguished achievement award in management from USITT. He is also a Fellow in USITT and received its Founders Award in 1996.

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