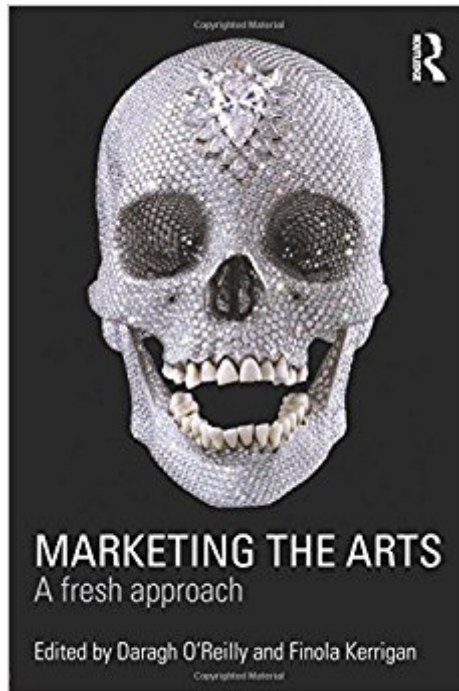


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# Marketing The Arts: A Fresh Approach



## Synopsis

In recent years, there have been significant shifts in arts marketing, both as a practice and an academic discipline. The relationship between art and the market is increasingly complex and dynamic, requiring a transformation in the way the arts are marketed. *Marketing the Arts* argues that arts marketing is not about the simple application of mainstream managerial marketing to the arts. With contributions from international scholars of marketing and consumer studies, this book engages directly with a range of contemporary themes, including: The importance of arts consumption and its social dimensions The importance of the aesthetic experience itself, and how to research it Arts policy development The art versus commerce debate The role of the arts marketer as market-maker The artist as brand or entrepreneur This exciting new book covers topics as diverse as Damien Hirst's 'For the Love of God', Liverpool's brand makeover, Manga scanlation, Gob Squad, Surrealism, Bluegrass music, Miles Davis and Andy Warhol, and is sure to enthuse students and enlighten practitioners.

## Book Information

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"Using an arts-centered perspective, the book presents an up-to-date discussion of arts marketing by leading scholars in the field." Laurie A. Meamber, George Mason University, USA "We are in the midst of an arts marketing revolution and here is a collection that challenges and informs us. This anthology of essays is certainly a most welcome addition to a forward looking agenda on the subject and is an essential reading for scholars and practitioners alike. Darragh O'Reilly, Finola Kerrigan and various other contributors deserve our thanks and appreciation." Alladi

Venkatesh, Professor of Management, University of California, Irvine, USA "Eclectic, entertaining and exciting, this is a valuable snapshot of a developing field" Terry O'Sullivan, The Open University, UK

Daragh O'Reilly is a Lecturer in Marketing at the University of Sheffield, UK. His current research interests include arts marketing and branding. Finola Kerrigan is a Lecturer in Marketing at King's College London, UK. She researches arts marketing and has published a number of books and articles in international journals.

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