



Art Management: Entrepreneurial Style

Giep Hagoort

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Much has been written about how to successfully manage commercial businesses, but the literature on managing cultural organizations is comparatively scarce. In this unique book, Giep Hagoort draws on more than fifteen years experience at the Utrecht School of the Arts to help students, teachers, artists, and managers apply management theory to the creation of successful cultural institutions. Utilizing case histories and practical exercises, this book teaches skills for building effective institutions of cultural production and preservation.

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