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| Nota di contenuto | INTRODUCTION -- PART I: A Definition of Art & Business -- Art & Business -- Systematic Literature Review in the Field of Art & Business -- PART II: A Detailed Analysis of the Main Lines of Research in Art & Business -- Art & Business A Relational Model -- Art & Corporate Social Responsibility -- Art & Communication -- Art & Cross-Cultural Business -- Art & Cross-Cultural Business -- Art & Consumer Perception -- DISCUSSION & CONCLUSION. . |
| Sommario/riassunto | Analyzing the relationship between the arts and business, this book offers an in-depth perspective on the increasingly common art-based strategies adopted by enterprises in various industries. Pursuing an exhaustive, systematic, evidence-based and interdisciplinary approach, it explores the limits of potential strategic collaborations between the two fields. In addition, the book provides a structure for this field of inquiry, offering a solid basis for future research and highlighting the benefits of art-based strategies for executives. Each research strand explored in this book is supported by a representative case study. |