

1. Record Nr.	UNINA9910452632803321
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Titolo	The cycle [[electronic resource]] : a practical approach to managing arts organizations / / Michael M. Kaiser with Brett E. Egan
Pubbl/distr/stampa	Waltham, Mass., : Brandeis University Press, 2013
ISBN	1-61168-478-1
Descrizione fisica	1 online resource (205 p.)
Altri autori (Persone)	EganBrett E
Disciplina	791/.068
Soggetti	Performing arts - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Programming: It is all about the art -- Programmatic marketing: putting butts in seats -- Institutional marketing: image is everything -- Building the base: it's all in the family -- Assembling a productive board: the head of the family -- Generating revenue: earning rent from the cycle -- Controlling expenses: not glamorous, but essential -- Implementing the cycle: the cycle worksheet -- When the cycle breaks -- The cycle and strategic planning.
Sommario/riassunto	Offers practical advice, based on the notion of a "family" of supporters, for managing healthy arts organizations