

1. Record Nr.	UNINA9910461484403321
Titolo	Key issues in the arts and entertainment industry [[electronic resource] /] / edited by Ben Walmsley
Pubbl/distr/stampa	Oxford [U.K.], : Goodfellow Publishers, Ltd., 2011
ISBN	1-283-11378-3 9786613113788 1-906884-81-1 600-00-4041-5
Descrizione fisica	1 online resource (236 p.)
Altri autori (Persone)	WalmsleyBen
Disciplina	338.477 791.43/02/93 791.43023
Soggetti	Arts and society Entertainment events - Marketing Arts - Finance Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; 1The Audience Experience: Changing Roles and Relationships; Ben Walmsley and Anna Franks; 2The 21st Century Business Model; Ben Walmsley; 3The Funding Agenda: Social relations and the politics of cultural production; James Oliver; 4Branding the Arts and Entertainment; Daragh O'Reilly; 5Intellectual Property in the Digital Age; David Bollier; 6Assessing the Value of the Arts; James Oliver and Ben Walmsley; 7The 21st Century Venue; Douglas Brown; 8The Future of Home Entertainment; James Roberts; 9The Future of Broadcasting; Simon Mundy with Esmee Schilte; 10Cultural Entrepreneurship Stuart Moss11Current Issues in Cultural and Strategic Leadership; John Holden; 12Responsible Entertainment: 'Greening' festivals and events; Chantal Laws; Index
Sommario/riassunto	The only book on contemporary issues which covers the arts and entertainment sectors, from social networking and Twitter, to reality TV

and digital rights management.
