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Nota di contenuto	Chapter 1 -- Introduction.-Chapter 2 -- Understanding audiences: a critical review of audience research.-Chapter 3 -- Deconstructing audiences' experiences.-Chapter 4 -- Capturing, interpreting and evaluating cultural value.-Chapter 5 -- Research (with) audiences.-Chapter 6 -- From consumption to enrichment: the long slow death of arts marketing.-Chapter 7 -- Co-creating art, meaning and value.-Chapter 8 -- Engaging audiences through digital technologies.-Chapter 9 -- Conclusions and implications.

This book explores the concept of audience engagement from a number of complementary perspectives, including cultural value, arts marketing and co-creation. It offers a critical review of the existing literature on audience research and an overview of established and emerging methodologies deployed to undertake research with audiences. The book draws from a rich diversity of academic fields to make the case for a radically interdisciplinary approach to audience research. The book's underlying thesis is that at the heart of audience research there is a mutual exchange of value wherein audiences ideally play the role of strategic partners in the mission fulfilment of arts organisations. Illustrating how audiences have traditionally been sidelined, homogenised and vilified, it contends that the future paradigm of audience studies should be based on an engagement model, wherein audiences take their rightful place as subjects rather than objects of empirical research.
