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Nota di contenuto	Cover; Title; Copyright; Dedication; Contents; Foreword; Preface; Acknowledgements; 1 Innovation and Entrepreneurship in the Arts: A Strategic Approach; 1. Types of Organisations in the Arts and Culture Sector; 2. Arts Organisation: Resources, Processes and Results; 3. Innovations in the Arts: Categories of Innovations; 4. Arts Managers: Profiles and Functions; 5. Entrepreneurship in the Arts; 6. Intrapreneurial Arts Organisation: Main Characteristics; 7. Intrapreneurial Process in an Arts Organisation; 2 Strategic Management: Essence, Role and Phases 1. Strategic Management and Planning: Historical Development2. Strategic Management as a Process to Manage Changes in Arts Organisations; 3. Phases of the Strategic Management Process; 4. Reasons for Strategic Management in the Arts; 5. Why Is Strategic Management for Arts Organisations Special?; 6. Reasons for Resistance to Implementing Strategic Management in the Arts; 7. Key Terminology in Strategic Management; 3 Strategic Planning Process, Methods and Types of Plans; 1. Strategic Planning: An Overview; 2. Main Strategic Planning Principles in the Arts; 3. Preparing for Strategic Planning 4. Approaches and Methods of Strategic Planning: The People Factor5. The Plan: An Overview; 6. Types of Plans; 7. Projects and Plans in the

Arts; 8. Rationale and Structure of a Strategic Plan; 4 Strategic Thinking: Vision, Mission and Objectives; 1. The Importance of Organisational Identity; 2. Vision, Mission and Organisational Values; 3. Organisation's Name, Logo and Slogan; 4. Objectives: The Three-Dimensional Framework; 5. How to Set SMART Objectives; 6. Example of a 'Mission, Vision and Objectives' Section of a Strategic Plan
7. Case: International Council of Museums (ICOM): A Strategy for Networking in the Global Museum Community
8. Case: INTERARTS (Barcelona, Spain): Knowledge-based Approach to Strategic Management and Planning; 5 Strategic Analysis: The Arts Organisation and Its Environment; 1. Strategic Analysis: An Overview; 2. Understanding and Analysing the Macro-External Environment; 3. Cultural Policy as an Element of the External Environment; 4. Understanding and Analysing the Micro-External Environment: Industry and Market Analysis; 5. Understanding and Analysing the Internal Environment
6. Preparing to Define a Strategy: Critical Success Factors
7. Example of 'SWOT Analysis' Section of a Strategic Plan; 8. Case: Vishtynetsky Ecological and Historical Museum (Kalininograd Region, Russia): Community Ownership as a Powerful Factor for Breaking Isolation and Achieving Sustainability; 9. Case: MT Space (Waterloo Region, Canada): Engaging Culturally Diverse Artists and Communities; 6 Choice of Strategies; 1. What Is a Strategy, and Why Is It Important in the Arts?; 2. Classification of Strategies; 3. Main Organisational Strategies
4. Strategies for Integration, Cooperation and Networking

Sommario/riassunto

"This book looks at the unique characteristics of cultural organizations and shows readers how to tailor a strategic plan to help these organizations meet their objectives. Including examples, cases, questions and suggestions for further reading, this book is designed to accompany classes on strategic planning, cultural management or arts management."

2. Record Nr.	UNINA9910792594003321
Titolo	Specialised dictionaries for learners [[electronic resource] /] / edited by Pedro A. Fuertes-Olivera
Pubbl/distr/stampa	Berlin, : De Gruyter, c2010
ISBN	1-282-71653-0 9786612716539 3-11-023133-6
Descrizione fisica	1 online resource (247 p.)
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Altri autori (Persone)	Fuertes OliveraPedro Antonio
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Nota di contenuto	Frontmatter -- Table of contents -- Preface -- Enrique Alcaraz Varó - A Short Tribute -- Enrique Alcaraz Varó - Selected Bibliography -- Introduction: Specialised Dictionaries for Learners -- PART 1. THE CONTRIBUTION OF FUNCTION THEORY TO THE DEVELOPMENT OF SPECIALISED DICTIONARIES FOR LEARNERS -- CHAPTER 1. LSP Lexicography or Terminography? The lexicographer's point of view -- CHAPTER 2. Functions of Specialised Learners' Dictionaries -- CHAPTER 3. The Monolingual Specialised Dictionary for Learners -- CHAPTER 4. Specialised Translation Dictionaries for Learners -- CHAPTER 5. The Bilingual Specialised Translation Dictionary for Learners -- PART 2: THE CONTRIBUTION OF LINGUISTICS TO THE DEVELOPMENT OF SPECIALISED DICTIONARIES FOR LEARNERS -- CHAPTER 6. The Treatment of Cultural and / or Encyclopaedic Items in Specialised Dictionaries for Learners -- CHAPTER 7. The Treatment of Figurative Meaning in Specialised Dictionaries for Learners -- CHAPTER 8. Designing Terminological Dictionaries for Learners based on Lexical semantics: the Representation of Actants -- CHAPTER 9. The Contribution of Corpus Linguistics to the Development of Specialised Dictionaries for Learners -- PART 3: THE WAY AHEAD FOR DEVELOPING SPECIALISED DICTIONARIES FOR LEARNERS: CHINA AND THE INTERNET -- CHAPTER 10. An Ideal Specialised Lexicography for Learners in China based on

Sommario/riassunto

The need for constructing a lexicographical theory with a particular focus on specialised dictionaries for learners is well documented in recent publications. This will imply paying attention to, at least, four basic lexicographic categories: learners; the learner's situation; the learner's needs; dictionary assistance. In one or other way, these categories are analysed in this book, whose eleven chapters are grouped into three parts. Part 1 reflects on some of the main ideas defended by the function theory of lexicography, perhaps the theoretical framework that has paid more attention to specialised lexicography. Part 2 presents some proposals that have already been explored in the field of general learner's dictionary and must be incorporated into specialised metalexicography: cultural aspects; figurative meaning; the inclusion of grammatical information; the use of corpora. Part 3 introduces the state of play regarding specialised dictionaries in China and offers some ideas for coping with the proliferation of terminological glossaries in Internet. The book also describes Enrique Alcaraz's academic achievements, together with some personal anecdotes, and a personal short tribute to his memory.