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| Autore | Schiuma Giovanni |
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| Descrizione fisica | 1 online resource (xvii, 294 pages) : digital, PDF file(s) |
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| Soggetti | Creative ability in business Management Arts |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
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| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | 1. Why the arts matter in management -- 2. The arts into actions: Arts-based Initiatives -- 3. The value of Arts-based Initiatives in business -- 4. Arts-based Initiatives and business performances -- 5. Managing Arts-based Initiatives to improve business performance -- A closing remark. |
| Sommario/riassunto | The traditional view of the relationship between business and the arts is very much a one-way affair: organisations may endorse, fund or publicise the arts but the arts have nothing to offer from a business perspective. The Value of Arts for Business challenges this view by showing how the arts, in the form of Arts-based Initiatives (ABIs), can be used to enhance value-creation capacity and boost business |

performance. The book introduces and explains three models that show how organisations can successfully implement and manage ABIs. Firstly, the Arts Value Matrix enables managers to see how organisational value-drivers are affected by ABIs. Secondly, the Arts Benefits Constellation shows how to assess the benefits of using ABIs. Finally, the Arts Value Map shows how ABIs can be integrated and aligned with organisational strategy and operations. These models lay the foundations for a new research area exploring the links between arts and business.
