



# Creative Arts Marketing

*Catherine O'Sullivan, Elizabeth Hill, Terry O'Sullivan*

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'Creative Arts Marketing' is a practical introduction to the wide range of marketing principles and practices used by those marketing the performing and visual arts.

'Creative Arts Marketing' also looks at the bigger picture. The political, sociological and economic factors which affect people working in the arts are examined enabling readers to consider the function of marketing from a more strategic standpoint. Thus the book integrates the principles of marketing theory with the realities of working in an arts organization.

'Creative Arts Marketing' includes numerous examples and case studies showing how different marketing techniques have worked for a diverse range of arts organizations. It will be invaluable both to students on arts management courses as well as arts managers, marketers and administrators looking for practical guidance on how to market their organizations most effectively.

Integrates the principles of marketing theory with the realities of working in an arts organization  
Includes case studies and examples from community, visual and amateur arts

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