



Arts Marketing

Finola Kerrigan, Peter Fraser, Mustafa Ozbilgin

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Arts Marketing focuses on a variety of sectors within the arts and addresses the way in which marketing principles are applied within these, outlining both the similarities and the differences that occur. Relating policy to practice, this contributed text demonstrates the most effective means of marketing in specific areas of the arts, with each chapter having been written by a specialist in the field.

Although primarily focusing on the UK market, the subject has global relevance and appeal, and policy is evaluated on national, European and supranational levels. Specialist topics dealt with range from the marketing of the theatre, opera, and museums, through to the film industry and popular music.

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