The Potential of the Internet in Arts Management. Edition No. 1

Description: This book is a substantial and detailed review of the websites of selected arts organizations. This examination is undertaken in response to the issue of incorporating traditional arts management effectively in online arts management via the websites of arts organizations: a debate the author considers "somewhat unnecessary since the world we are living in has become increasingly an online and offline combined environment". This exploration of little known areas shows what visitors to the website actually communicate and contribute. This effort contributes to arts management and will enhance its perspective and enlarge its practice. The work is original, and offers a critical insight. Therefore, the examination of arts management via selected websites should be of value to arts organizations as well as to audiences.


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