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Entrepreneurship for the Creative and Cultural Industries Bonita M. Kolb, 2015-03-27 Artists musicians actors singers designers and other creative individuals need to understand basic business concepts if they are to successfully pursue their chosen artistic profession These skills have historically not been taught to creative students which leaves them unprepared to make a living from their artistic efforts *Entrepreneurship for the Creative and Cultural Industries* will teach the basics of business in a way that is relevant to the challenges of running a small business marketing a creative product Whether it is understanding the basics of business language appreciating the crucial importance of finance or using social media marketing this innovative textbook covers the entrepreneurial skills required to succeed in the creative sector Including advice from artists who have turned their idea in to a profitable business and worksheets that can be combined into a simple business plan Kolb helps non business minded creatives to understand everything they need to succeed in the increasingly competitive creative economy This textbook is essential reading for non business students who are looking to understand the business side of the creative sector whilst its practical style will also suit recent graduates in these industries

Marketing for Cultural Organizations Bonita M. Kolb, 2013-07-18 *Marketing for Cultural Organizations* presents traditional marketing theory with a focus on the aspects most relevant to arts or cultural organizations The book explains how to overcome the division between the concepts of high art and popular culture by targeting the new tech savvy cultural consumer As arts patronage has declined and given new technological advances arts organizations have had to adapt to a new environment and compete for an audience This edition emphasizes visitor or audience participation as well as the use of social media in attracting and maintaining an audience Learning to harness social media and technology in order to encourage a dialogue with its audience is of primary importance for arts organizations This book covers Cost effective

methods of researching the audience using technology Developing a consistent branded online message Using social media to increase audience engagement and involve them in the creative process With an approach that is jargon free and focused on practical application this book is designed for both undergraduate and graduate students of arts marketing and cultural management

MicroMarketing: Get Big Results by Thinking and Acting Small Greg Verdino, 2010-07-19 Praise for microMARKETING Greg presents the greatest hits of social media marketing a litany of stories designed to persuade you to stop demanding the web conform to your desire for mass and instead realize that mattering a lot to a few people is worth far more than mattering just a little to everyone SETH GODIN author of Linchpin Micromarketing is big marketing Now anybody can dominate a market Especially you So what are you waiting for DAVID MEERMAN SCOTT bestselling author of The New Rules of Marketing the next big thing is indeed very small microMARKETING empowers you to rethink retool and revitalize your marketing strategies to take full advantage of the opportunities created by the microcontent explosion A pioneer in the world of microcontent marketing Greg Verdino helps you create a strategy that emphasizes relationships over reach interaction over interruption and social networking over broadcast networks You ll find the answers to today s toughest questions How do I earn the attention of the right influencers and my core customers How do I really build my brand one blog post one video clip or even one tweet at a time How do I achieve massive scale when mainstream media is losing ground to consumer content creators and peer to peer distribution How do I strike a balance between tapping into today s biggest marketing trends without losing sight of the little things that matter When one door closes another opens Mass marketing is no longer a viable marketing strategy and likely never will be again Micromarketing though enables you to resonate with consumers in compelling new ways and achieve the big results that no longer seem possible with traditional approaches It s time to start building your brand finding new customers establishing relationships and getting real results on this exciting new frontier microMARKETING will show you the way

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