



Festival and Events Management

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Festival and Events Management: an international perspective is a unique text looking at the central role of events management in the cultural, tourism and arts industries.

With international contributions from industry and academia, the text looks at the following:

- * Events & cultural environments
- * Managing the arts & leisure experience
- * Marketing, policies and strategies of art and leisure management

Chapters include exercises, and additional teaching materials and solutions to questions are provided as part of an accompanying online resource.

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