



# Creative Arts Marketing

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

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As a comprehensive overview of all aspects of marketing in the sector, **Creative Arts Marketing** remains unrivalled, and in addition this edition gives new coverage of-

- \* Current knowledge and best practice about marketing and advertising through new media
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- \* Entirely revised and updated data on the arts 'industry'

**Creative Arts Marketing** reflects the diversity of the arts world in its wide ranging analysis of how different marketing techniques have worked for a diverse range of arts organizations. As such it is an invaluable text for both students and arts managers

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