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e marketing and social networking to working effectively with boards and staff members Case studies focus on the challenges facing managers and organizations every day and In the News quotes provide real world examples of principles and theories Students in Arts Management university courses along with arts managers in a theatre museum dance company and opera will gain useful insights into strategic planning organization and integrated management theories with this book

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Comparative Management
Studies Alan S. Gutterman, 2019-04-04 All managers regardless of where they work must understand certain basic concepts
such as the functions roles and skills associated with the managerial position and the styles available to managers for use in

any given situation However context matters and it is essential that managers understand the role that culture plays in being effective in their positions This book begins with a brief description of the history and evolution of management studies continues with an overview of the scope and practice of comparative management studies and provides examples of the research that has been done on cross cultural transfer of management theories In addition the book includes materials on the search for and analysis of dimensions of management styles that can be used as a basis for creating models that can be used for comparison purposes

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