Łukasz Wróblewski

Culture Management
Strategy and marketing aspects

Foreword by Bonita M. Colb

Logos Verlag Berlin
2017
Contents

Foreword ......................................................................................................................... 9

Introduction .................................................................................................................... 13

1 The meaning and essence of the cultural sector ................................................. 17
   1 Culture and its divisions .................................................................................. 17
   2 Relationships between culture, cultural industries, and creative industries ........................................... 22
   3 Typology of cultural institutions .................................................................... 35
   4 Culture and its industries as factors stimulating socio-economic development ........................................... 37

References ..................................................................................................................... 42

2 Conditions for the development of marketing in organizations in the cultural sector ........................................... 45
   1 Conditions for the application of marketing in culture and cultural industries ........................................... 45
   2 The concept and objectives of marketing in culture ...................................... 50
   3 Typical objections to marketing in culture .................................................... 54
   4 Model of the marketing concept in the cultural sector ................................... 56

References ..................................................................................................................... 63

3 Strategic and marketing planning in cultural institutions ............................. 65
   1 The role and importance of mission in cultural institutions ...................... 65
   2 Strategic objectives and the main directions of development of cultural entities ........................................... 71

Logos Verlag Berlin – Academic Books for Sciences and Humanities