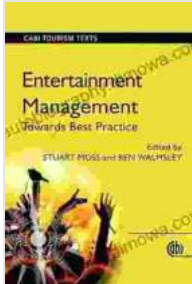


Entertainment Management Towards Best Practice: A Comprehensive Guide for Industry Professionals



Entertainment Management: Towards Best Practice (CABI Tourism Texts) by Alex Tiengen

★ ★ ★ ★ ☆ 4.4 out of 5

Language	: English
File size	: 7348 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 328 pages
Lending	: Enabled



The entertainment industry is a rapidly evolving and highly competitive field. To succeed in this dynamic environment, professionals need to have a strong understanding of best practices in entertainment management.

This book provides a comprehensive overview of the entertainment industry, covering topics such as:

- Industry trends
- Financial management
- Team building
- Audience engagement

- Marketing and promotion
- Legal issues
- Ethics and social responsibility

This book is an essential resource for anyone who wants to succeed in the entertainment industry. It provides practical advice and insights that can help professionals at all levels to improve their skills and knowledge.

Chapter 1: The Entertainment Industry Overview

The entertainment industry is a vast and complex field that encompasses a wide range of activities, from live music and theater to film and television production. This chapter provides an overview of the industry, including its history, structure, and key players.

The chapter also discusses the major trends that are shaping the industry, such as the rise of digital media and the globalization of entertainment. These trends are creating new opportunities and challenges for entertainment professionals.

Chapter 2: Financial Management

Financial management is critical for any entertainment business. This chapter provides a comprehensive overview of financial management principles, including budgeting, forecasting, and risk management.

The chapter also discusses the specific financial challenges that face entertainment businesses, such as the high cost of production and the unpredictable nature of revenue streams.

Chapter 3: Team Building

Building a strong team is essential for any entertainment business. This chapter provides practical advice on how to recruit, train, and motivate a team of talented and dedicated professionals.

The chapter also discusses the importance of creating a positive work environment and fostering a culture of collaboration.

Chapter 4: Audience Engagement

Audience engagement is the key to success in the entertainment industry. This chapter provides a comprehensive overview of audience engagement strategies, including marketing, promotion, and customer service.

The chapter also discusses the importance of understanding your audience and tailoring your marketing and promotion efforts accordingly.

Chapter 5: Marketing and Promotion

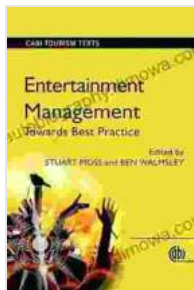
Marketing and promotion are essential for any entertainment business. This chapter provides a comprehensive overview of marketing and promotion strategies, including advertising, public relations, and social media.

The chapter also discusses the importance of developing a strong brand identity and creating a consistent marketing message.

Chapter 6: Legal Issues

The entertainment industry is a highly regulated field. This chapter provides an overview of the legal issues that face entertainment professionals, such as copyright law, trademark law, and contract law.

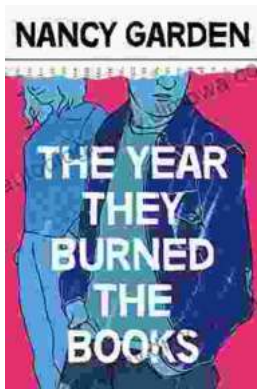
The chapter also discusses the importance of compliance with legal



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