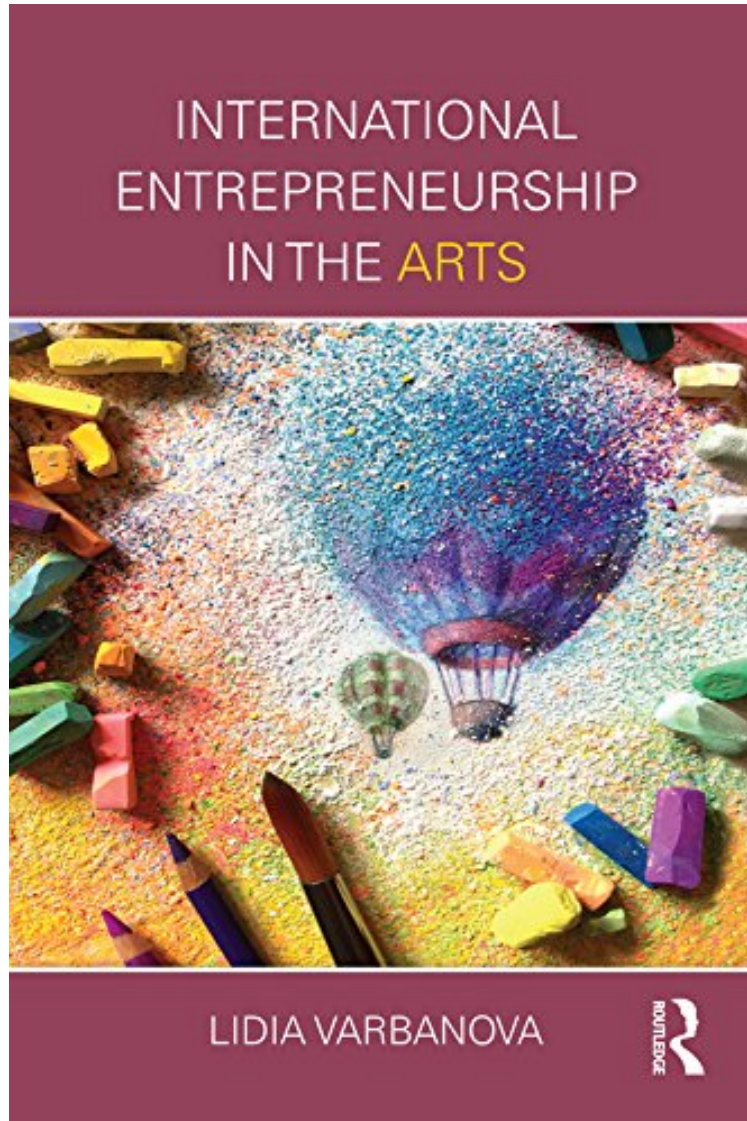


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# International Entrepreneurship in the Arts

*Lidia Varbanova*

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**Lidia Varbanova : International Entrepreneurship in the Arts** before purchasing it in order to gage whether or not it would be worth my time, and all praised International Entrepreneurship in the Arts:

International Entrepreneurship in the Arts focuses on teaching students, artists, and arts managers specific strategies for expanding creative ventures that are already successful domestically to an international audience.

Varbanovarsquo;s accessible writing outlines a systematic theoretical framework that guides the reader from

generating an innovative idea and starting up an international arts enterprise to its sustainable international growth. Applying concepts, models, and tools from international entrepreneurship theory and practice, Varbanova analyzes how these function within the unique setting of the arts and culture sector. The book covers: Domestic inception of an arts enterprise, followed by international expansion Starting up an international arts venture in the early stages of its inception Presenting an arts activity or project in a foreign country or region Financing a startup venture with international resources Implementing diverse models of international partnership Starting up an arts venture that is run by a multinational team Creating an art product with international dimension The book's 23 case studies and 54 short examples feature disciplines from fine arts and photography to music, theatre, and contemporary dance, and cover ventures in over 20 countries to provide students with practical insight into the issues and challenges facing real arts organizations. Aimed at students interested in the business aspects of arts and cultural ventures, it will also be of use to practitioners looking at ways to internationalize their own enterprises.

Varbanova builds on her worldwide range of experience with arts and cultural organizations to provide a comprehensive view of international cultural entrepreneurship. In the context of intensifying global interconnectivity, Varbanova has created an important resource for students of arts management and leadership, cultural and creative economy, and cultural policy — as well as for creative entrepreneurs and innovators in the field! The book is a valuable and informative guide to all the 'need to know' aspects of creative entrepreneurship in contemporary times. Nancy Duxbury, University of Coimbra, Portugal Connecting theoretical approaches to a rich series of entrepreneurial cases from Europe, North America and Asia, Varbanova has succeeded to shed new light on international entrepreneurship in the arts. The book offers a step-by-step approach to how to think and act internationally — from the domestic inception of a creative idea to its international expansion. Written in an engaging style, *International Entrepreneurship in the Arts* can be used as an educational tool or as a manual for start-up entrepreneurs. Informative and inspirational, it can also serve policy-makers and other stakeholders committed to catalyzing and supporting innovation and entrepreneurship in the arts. Isabelle Schwarz, European Cultural Foundation, The Netherlands About the Author Lidia Varbanova is a professor at McGill University, University of British Columbia, and Centennial College, Canada. Her previous book, *Strategic Management in the Arts*, was published by Routledge in 2012.