



The Entrepreneurial Arts Leader: Cultural Policy, Change and Reinvention (UQP Cultural and Media Policy)

By Ruth Rentschler

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Grounded in an understanding of cultural policy, management, art history, entrepreneurship, and creativity, this book evaluates historical analysis, case studies, and a survey of arts leaders—all during one of the more challenging periods of cultural industry evolution. Exploring successful leadership within the arts industry, this study focuses on understanding the temper of cultural policy, both historic and current, and then builds on the findings to develop the characteristics of effective arts leadership.

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Editorial Review

About the Author

Ruth Rentschler is the director of the arts and entertainment management program at Deakin University–Melbourne. She is the author of many award-winning professional papers and the editor of several books, including the *Cultural and Entertainment Industries Handbook*, *Innovative Arts Marketing*, and *Shaping Culture*.

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