



Perform the operation and management of the Beijing Dance Academy 15 planning textbook(Chinese Edition)

By ZHANG ZHAO XIA JIN XIN WANG CHEN

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2004 Pages: 213 in Publisher: Shanghai Music Publishing About the book to contemporary Chinese performance business management practices of the industry as the research object. Body part. including the general principles of performance management. performance management practices and performance marketing classic case content; Appendix section contains the relevant provisions of the laws and regulations of China and Beijing in recent years related to performance management. Book apply to colleges and universities (including arts colleges) opened in arts management. cultural undertakings and cultural industries such as professional undergraduate education level performances operations management practitioners and researchers. but also can be used as reference material. In the writing style of the book focus on the combination of theory and practice; basic principle is combined with case analysis; the question of practice exercises. is a more practical theory textbooks. -----

----- About the author Zhao-Xia Zhang. Application literary theory PhD. Beijing Dance Academy Head of the Department of Art. Department of Communication. academic leaders. Nankai Literaturwissenschaft postdoctoral staff. Is principally engaged in the cultural industries. sociology of art and...

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