

## OBSAH

|   |     |
|---|-----|
| Introduction .....  | 7   |
| Unit 1: Preservation of cultural heritage .....                 | 9   |
| Unit 2: Art auction houses .....                                | 14  |
| Unit 3: Edinburgh Festival Fringe .....                         | 20  |
| Unit 4: No market is immune .....                               | 25  |
| Unit 5: Performing arts attendance .....                        | 30  |
| Unit 6: World Monuments Fund .....                              | 35  |
| Unit 7: Bring the children to the opera .....                   | 40  |
| Unit 8: Guggenheim Museum .....                                 | 44  |
| Unit 9: Art of music education .....                            | 50  |
| Unit 10: Dance and arts management courses .....                | 55  |
| Unit 11: Modernism at risk .....                                | 60  |
| Unit 12: Twenty rules for fundraising success .....             | 64  |
| Unit 13: The US art museum management leadership gap .....      | 69  |
| Unit 14: Advertising in the performing arts .....               | 74  |
| Unit 15: American Pop Art .....                                 | 79  |
| Unit 16: Digital library .....                                  | 84  |
| Unit 17: Types of auctions .....                                | 89  |
| Unit 18: The personal manager as the ultimate all-rounder ..... | 93  |
| Unit 19: TV channels in Britain compete .....                   | 97  |
| Unit 20: Clashes over copyright infringement .....              | 102 |
| Vocabulary .....  | 107 |
| Bibliography .....  | 122 |
| Abbreviations .....   | 123 |