



The Value of Arts for Business

Giovanni Schiuma

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The traditional view of the relationship between business and the arts is very much a one-way affair: organisations may endorse, fund or publicise the arts but the arts have nothing to offer from a business perspective. The Value of Arts for Business challenges this view by showing how the arts, in the form of Arts-based Initiatives (ABIs), can be used to enhance value-creation capacity and boost business performance. The book introduces and explains three models that show how organisations can successfully implement and manage ABIs. Firstly, the Arts Value Matrix enables managers to see how organisational value-drivers are affected by ABIs. Secondly, the Arts Benefits Constellation shows how to assess the benefits of using ABIs. Finally, the Arts Value Map shows how ABIs can be integrated and aligned with organisational strategy and operations. These models lay the foundations for a new research area exploring the links between arts and business.

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