

MANAGEMENT

UNITING ARTS AND AUDIENCES IN THE 21ST CENTURY

By Dr. Telly Kamelia

If you only need the buying answer

The cheapest short-term access for **Arts Management: Uniting Arts and Audiences in the 21st Century** is digital, not print. If you only need the book for one course and want the lowest immediate cost, digital wins. The reason the current print listing still matters is that it sits below both the sampled new price and even below the sampled semester rental. For readers who want a kept book in arts leadership, audience development, or cultural management, print still has a strong ownership case.

Format	Source	Price	
Print	Merybook	\$61.85	Check price
Digital	VitalSource / eCampus	\$46.99 to \$49.50	Check price
Semester rental	eCampus	\$67.24	Check price
New print	eCampus	\$103.35	Check price

This is a good example of a real tradeoff rather than a fake certainty. Digital wins on first cost. Print wins if you want a materially discounted physical copy that may still be useful after the class is over.

What this book actually teaches

An arts-management text matters because it helps students think about leadership, programming, funding, audiences, organizational strategy, community engagement, and the practical realities of sustaining arts institutions. It is not just a business book with arts examples. It asks how cultural organizations survive, serve, and connect with the public.

That can make ownership useful for readers who expect to stay in arts administration, nonprofit leadership, museum work, performing-arts management, or audience

development. Those students often come back to frameworks about mission, programming, participation, and sustainability later.

Who should choose digital and who should buy print

Choose digital if you want the lowest short-term price for one course. Choose print if you want a discounted physical copy you can keep and revisit later. In the current market, digital wins on access cost, while print still wins on ownership value.

Sources checked

- [Merybook print listing search](#)
- [VitalSource search for ISBN 9780197513767](#)
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