



Musikmanagement: Der Leitfaden für die Praxis (German Edition)

Elisa Bortoluzzi Dubach, Friedrich Glasl, Pius Knüsel

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Das Buch - hervorgegangen aus dem Studiengang MAS Musikmanagement, einem Weiterbildungsangebot der Hochschule der Künste Bern - widmet sich in drei Kapiteln den Themen und Aspekten des Selbstmanagements (personale Kompetenz im künstlerischen Kontext), der Leadership (Führung in Musikschulen und Musikinstitutionen) sowie des Konzept- und Projektdesigns (Konzeption, Realisierung und Kommunikation von musikalischen und interdisziplinären Projekten).

Zielpublikum sind einerseits Musikerinnen und Musiker, welche sich auf dem Berufsmarkt profilieren beziehungsweise behaupten möchten, und andererseits Leiterinnen und Verantwortliche von Musikinstitutionen - insbesondere Musikschulen - sowie von grösseren musikalischen oder interdisziplinären Projekten.

Die fundierten Beiträge namhafter Autorinnen und Autoren aus Wissenschaft und Praxis umreissen die breite Themenpalette zu Musikmanagement, flechten theoretische Modelle ein und erteilen vor allem konkrete Tipps für die (Musik)Praxis. Die Publikation leistet zudem als Nachschlagewerk nützliche Dienste.

Zusätzlich erhalten die Leserinnen und Leser mit diesem Buch Zugriff auf eine Website, die ergänzende Informationen sowie Adress- und Linklisten enthält und auf der Checklisten, Masken und die im Buch vorgestellten Tools zum kostenlosen Download zur Verfügung stehen. Weitere Autoren: Urs Alter, Elitsur Bernstein, Elisa Bortoluzzi Dubach, Roman Brotbeck, Marco Caimi, Lucia Dahinden, Friedrich Glasl, Chris Brügger, Peter Buss, Hector Herzig, Ueli Kilchhofer, Pius Knüsel, Jodok. W. Kobelt, Peter Krepper, Hansjörg Künzli, Thomas Skipwith, Nikolaus Storz, Konstantin Unger, Poto Wegener und Andreas Weidmann

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