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Review: Culture Management: Strategy and Marketing Aspects
By Lukasz Wroblewski
Published by: Logos Verlag Berlin

Published in 2017, *Culture Management: Strategy and Marketing Aspects* by Dr. Lukasz Wroblewski, is a thoughtful, well-researched text focusing on contemporary issues facing culture managers and leaders. Dr. Wroblewski's text reflects an academic approach suitable to Master's level course work and thankfully replaces other textbooks in this subject area that have grown markedly out of date since the emergence of social media and other digital marketing tools. Building on the idea that business applications are relevant within the cultural sector, Dr. Wroblewski investigates a flattening of the cultural hierarchy (brought on by mass adoption of technology) and focuses on the responsibility that culture managers face to ensure greater audience access and participation in an ever-increasing myriad of choices.

Dr. Wroblewski organizes his text in a cohesive manner that will aid the adoption and inclusion of this text in the higher education classroom. Beginning with a discussion of the cultural environment then progressing to an exploration of the conditions within the market place, Dr Wroblewski concludes by suggesting actionable processes. While extolling the advantages of a paradigm shift from product-centered marketing to a market-centered orientation, Dr. Wroblewski

marries a philosophical and theoretical approach to practical experience that students of this field will find invaluable.

This text is rooted in an exploration of cultural value, the mechanisms used to navigate (sometimes contrived) divisions between high and low art and entertainment, and art as embodied cultural perspectives. Dr. Wroblewski's text progresses from its philosophical first chapters through discussions of the conditions for market and strategic planning within cultural sectors, conducting traditional marketing research, creating clear criteria for segmentation and targeting and related marketing strategies, developing relationships with donors and other constituents, and finally application of electronic marketing and media. While containing no new concepts or groundbreaking research, this text does provide a much-needed solid academic foundation to ideas that have previously been held as 'common sense' among cultural leaders. However, in future editions, it may be fruitful to integrate the chapter on new media and technology into each previous section. If the target market for this book is a graduate student or college professor looking for a new text, these technologies are not new to her/him and an integrated approach is more applicable to students' educational and generational context.

Furthermore, if this text is intended for adoption within the United States higher education system, acknowledgement of its Eurocentric orientation is absent. Missing is a discussion giving context to the challenges faced by former (or current) state supported cultural organizations based in Europe and the differences between these institutions and American models. While this difference does not limit the

applicability to a college level student's study, acknowledgement and discussion of the differences provides further multi-dimensional learning for all audiences.

Sadly the book does contain several editing, grammatical, and punctuation variations. Discrepancies in the foreword author's name and spelling errors within the book itself perhaps reflect a rush to press that might (wrongly) undermine the validity of the content. Still, the content dovetails nicely with other popular texts already in use in many American arts administration and leadership programs. Finally, not to be overlooked is the visual orientation (charts) of this text; often these charts reveal Dr. Wroblewski's academic strength. His ability to synthesize and present concepts and information graphically will be helpful to diverse styles of learners who might struggle without these representations. *Culture Management: Strategy and Marketing Aspects* will be a welcome addition to the traditional syllabus of arts education professors teaching marketing within the higher education setting.