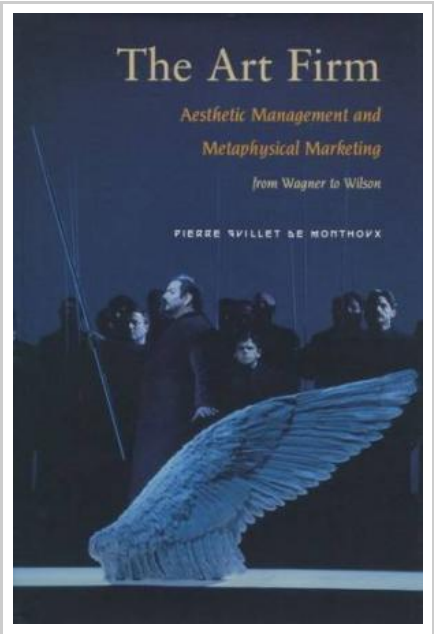


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The Art Firm: Aesthetic Management and Metaphysical Marketing

By Jenny Ruther, Pierre Guillet de Monthoux

Stanford University Press. Hardback. Book Condition: new. BRAND NEW, The Art Firm: Aesthetic Management and Metaphysical Marketing, Jenny Ruther, Pierre Guillet de Monthoux, The Art Firm explores the seemingly unorthodox alliance of the arts, management, and marketing. Art firms - as avant-garde enterprises and arts corporations - have existed for at least two hundred years, using texts, images, and other types of art to create corporate wealth. This book investigates how to apply the methods artists use in creating value to the methods more traditional managers use in running their businesses. Guillet de Monthoux offers a crash course in aesthetics from Kant to Gadamer, showing how aesthetic management and metaphysical marketing can create value. Using case studies of successful art managers from Richard Wagner to Robert Wilson, the author illustrates the creative role - so central to value-making in contemporary economies - performed by aesthetic play in art firms. Along the way, Guillet de Monthoux points out how responsible aesthetic management and marketing can eradicate the problems of banality and totality, the two capital sins of an art-based economy.

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Reviews

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