

Cambridge University Press 0521631505 - The Economics of Art and Culture, Second Edition James Heilbrun and Charles M. Gray Table of Contents More information

## Contents

List of figures and tables Preface	<i>page</i> vii xi
Part I: The arts sector: Size, growth, and au	ıdiences
<ul><li>1 An overview of the arts sector</li><li>2 Growth of the arts sector</li><li>3 Audiences for the arts</li></ul>	3 13 40
Part II: The microeconomics of demand an	nd supply
<ul><li>4 Consumer demand: An introduction</li><li>5 The characteristics of arts demand and to</li></ul>	61 their
policy implications	85
6 Production in the performing arts	107
7 Firms and markets in the performing ar 8 Productivity lag and the financial proble	
of the arts	137
Part III: The fine arts and museums	
9 The market in works of art	165
10 The economics of art museums	187
Part IV: Public policy toward the arts	
11 Should the government subsidize the ar 12 Public and/or private support for the ar	
United States, Canada, and Western Eur	

V



Cambridge University Press 0521631505 - The Economics of Art and Culture, Second Edition James Heilbrun and Charles M. Gray Table of Contents More information

vi	Contents	
	13 Direct public support for the arts in the United States	278
	Part V: Art, economy, and society	
	14 The arts as a profession: Education, training,	
	and employment	311
	15 The role of the arts in a local economy	336
	16 The mass media, public broadcasting, and the	
	cultivation of taste	360
	17 Conclusion: Innovation, arts education, and the	
	future of art and culture in the United States	385
	Index	403