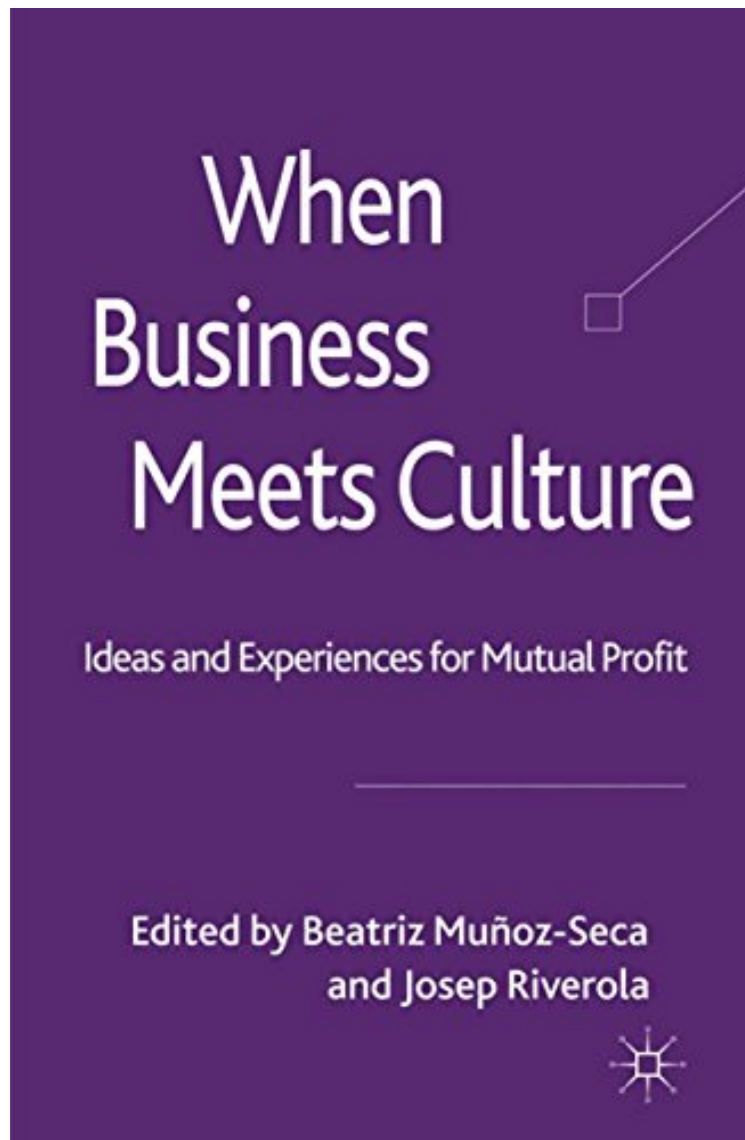


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The cultural sector is gaining increasing importance in our economies, consistently registering growth rates above average GDP. This book presents insights on how cultural institutions can find new perspectives in their management and provides ideas to hasten culture's role as an economic developer.

About the Author BEATRIZ MUNTILDE-SECA, PhD from the University of Navarra and Ed.M. from Harvard University, USA. With more than 15 years experience in high-level positions, in national and international companies as well as in Public Administration, she has worked in the United States, Mexico and Spain. Professor Muntilde-oz-Seca joined IESE in 1990, where she is Full Professor of Production, Technology and Operations Management. JOSEP RIVEROLA, PhD in Industrial Engineering from the Polytechnic University of Catalunya, Spain, and PhD in Operations Research from Stanford University. In 1976 he was awarded the chair Organization of Operational Research and Production at the Polytechnic University of Catalunya. Professor Riverola is currently Professor of Production, Technology and Operations Management and holds the Alcatel chair at IESE.