

# Festival and Special Event Management



Festivals and special events have grown into a massive industry worldwide, generating billions of dollars for regional centres, states and countries. Festivals and special events bring people together to celebrate, to remember, to support and to identify as a community or nation. Festival and Special Event Management 2nd edition provides a comprehensive overview of the theory and procedures associated with the management of festivals and special events. The new edition features new developments, professional 'tools' and a discussion of the role of technology.

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