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The influential Role of Arts Incubators in the Artistic Business World

Abstract

The purpose of this exploratory research is to learn more about the potential impact or influence arts incubators have in the business world. “Arts incubators” are communities seeking new and interesting ways to promote artists and businesses in their area. This study aims at exploring the managerial benefits of the “arts incubators” and the key methods that assist their members in learning how to better promote themselves and how to become better at the business side of their craft.