

Partnering your Business with Artists, a Win-Win Relation, 2018

By Carmen Zita Monereo

by Mónica Rodrigues for JOCIS

In a constantly changing business environment, it is increasingly important to establish a connection and team spirit between colleagues. **Partnering Your Business with Artists, a Win-Win Relation**, by Carmen Zita Monereo, discusses how companies can foster this aspect through internal cultural activities, namely theatre.

The book conveys both a theoretical approach that covers the fields of communication marketing and management of cultural projects and an analysis of practical cases and interviews with four company theatre groups in Portugal over the period of one year.

This analysis explores the different structures of these companies including their history since founding, participants, financial resources, venue for rehearsals, cultural scheduling and initiatives, marketing strategies and audiences. Consequently, it brings to light not only the difficulties that amateur theatre companies go through because of money issues, but also the instability of the working environment in general, due to short term contracts, dismissals and overall volatility of the companies' staff.

To counteract this scenario, Monereo suggests a model of organization with the basis for the creation of a cultural management project, having as fundamental pillars fidelity to the company, emotional well-being of employees, team formation, marketing model and stimulation of internal communication.

Designed to be a work about creation, organization and management of cultural projects, its main goal is to make way for contemplation on some important issues on the role of companies in supporting the sense of belonging, cooperation and communication skills among the work force, thus contributing to a greater knowledge of this subject and opening the way for the study of representations related to the dynamics of artistic expressions.

Published by Media XXI both in Portuguese and in English, **Partnering Your Business with Artists** will be an entertaining and informative read to those who are trying to stimulate team spirit in their company or to anyone who loves theatre and all sorts of cultural manifestations.

CÁRMEN ZITA MONEREO

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A WIN-WIN RELATION

Case studies of Portugal



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