

# Vision and strategy for cultural management

Emilia CALEFARIU<sup>1</sup>

**Abstract:** *In order for an artist to be successful, there should be taken into consideration a number of important aspects, long term and short term ones. Vision and strategy are among the elements that need to be defined at the very beginning of an artist's career, as a foundation for the future development of both professional and personal part of life. Because continuous development is intended by any artist, strategy must intervene in the very beginning of management planning together with a vision for long term individual mainstream integration*

**Keywords:** *cultural management, Artist's strategy, Planning, SWOT Analysis*

---

<sup>1</sup> PhD Transilvania University of Braşov, emiliacalefariu@yahoo.com