Abstract
Today, in our modern business world, a new concept has been recurrently used, that is the concept of talent and its complex management. Lots of books, authors and experts discuss several methods to manage culture, but all of them agree on the fact that organizations, no matter their functionality or nature, need to have talented personnel to survive in the market. The human talent in cultural organizations is not an exception to the rule. Even though, this human talent is not widely managed and structured in its own process, it becomes its core and main reason for success or failure. For these reasons already stated, it is important to take into account some general considerations which will be mentioned in this article, together with a careful analysis on talent and its application in cultural organizations.

Keywords
Human talent, cultural organizations, cultural management.