



## Marketing the Arts and Entertainment: Success Strategies in the Profit and Not for Profit World

By Professor Ronald C Harding

Trafford Publishing, United States, 2013. Paperback. Book Condition: New. 277 x 206 mm. Language: English . Brand New Book. This workbook is designed to help newcomers to the world of performance and exhibition become successful! The secret is marketing know-how and this guide is designed to take you step-by-step through the business of finding funding, getting an affordable location, working out a budget, a game plan, and then attracting an audience who will ensure success. Whether you are a small art gallery, dance company, little theater group, comedy club, local museum, start-up opera company, or dance theater, this book is for you. It has already proven successful with all these groups as well as being successfully used by a landmark movie theater threatened with demolition, unless it paid its bills, a local PBS station faced with falling viewership and pledges, and even a zoo in one of America s best loved cities. Simply said, whatever you have to offer can be marketed successfully.



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