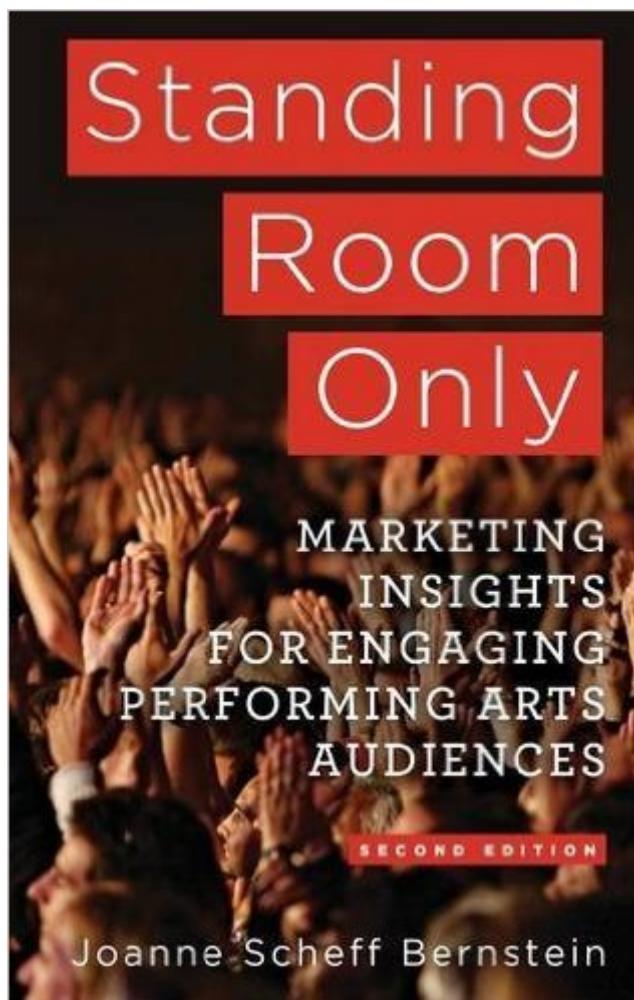


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Standing Room Only: Marketing Insights For Engaging Performing Arts Audiences



Synopsis

Standing Room Only combines practical advice for creating a strategic marketing program and maintaining a successful performing arts organization. This revised edition lays out a framework to navigate the digital age, from online ticketing options, to marketing options in social, and mobile media.

Book Information

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Customer Reviews

Excellent update and consolidation of the first edition of the arts marketing bible STANDING ROOM ONLY and Joanne Scheff Bernstein's follow up, ARTS MARKETING INSIGHTS. Things are changing so quickly in our world, especially in technology, that I really appreciate having this timely and well written text.

Another terrific book from Joanne Scheff Bernstein. She continues to offer great insights for marketers, a reference that can be used again and again.

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