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Running Theaters: Best Practices For Leaders And Managers





Synopsis

The best practices that consistently lead to successful theater operation are now revealed in this comprehensive resource. Culled from surveys and interviews with theater managers and experts in crucial functional areas, this guide provides important tips for all people who work or want to work in regional, campus and community-based theaters. Proven strategies from managers, staff, and volunteer leaders cover virtually every aspect of running a theater - from audience development and fundraising to facility development and community involvement. • Advice culled from interviews with more than 100 experts in the fieldAllworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Book Information

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