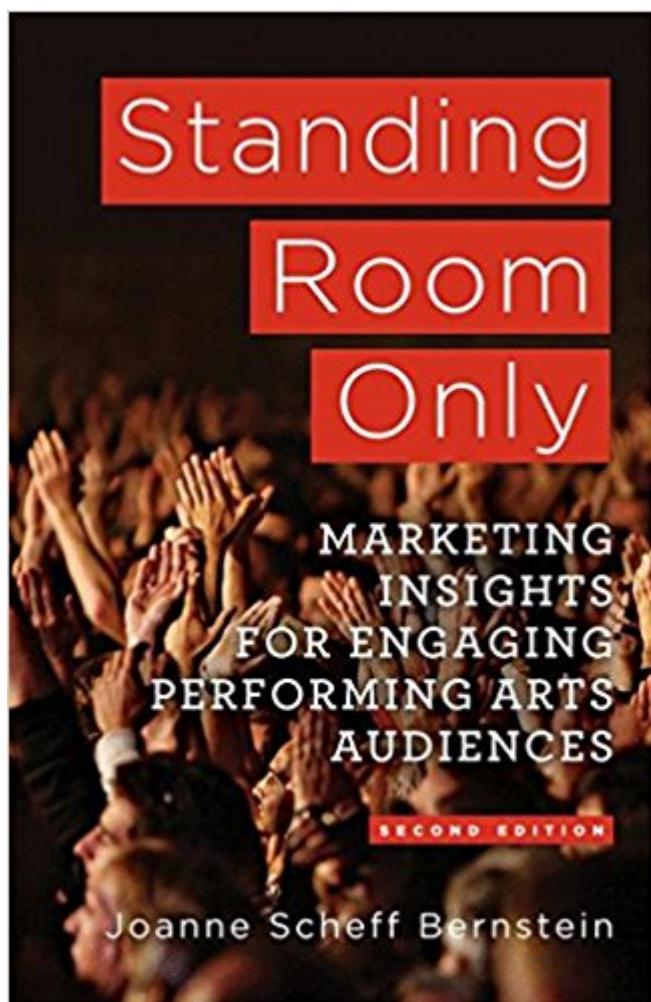


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# Standing Room Only: Marketing Insights For Engaging Performing Arts Audiences



## 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

Hardcover: 408 pages

Publisher: Palgrave Macmillan; 2nd ed. 2014 edition (May 12, 2014)

Language: English

ISBN-10: 1137282932

ISBN-13: 978-1137282934

Product Dimensions: 6.1 x 1.6 x 9.3 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 3 customer reviews

Best Sellers Rank: #63,203 in Books (See Top 100 in Books) #25 in Books > Business & Money > Industries > Performing Arts #62 in Books > Business & Money > Marketing & Sales > Marketing > Multilevel #77 in Books > Business & Money > Marketing & Sales > Marketing > Research

## Customer Reviews

'Bernstein's book is equally valuable to professional arts managers who are looking for solutions to their marketing problems as it is to students who want to learn arts marketing principles for the first time. But what makes this book unique is that Joanne truly believes in the fundamental greatness and power of the arts to positively affect the people and society. She challenges us to believe in it too, and then tells us how to effectively communicate that greatness to our potential audience.' Miho Ito, Arts Bridge, Inc. (Tokyo) 'The best 'crash course' in audience development in the arts there is. If you're a busy executive, you owe it to yourself to read it. You'll find compelling strategies and tried-and-true techniques, and you'll quickly see why this should be required reading for all new hires, as well as your Board. Don't reinvent the wheel find out what really works!' Eugene Carr, Founder & CEO, Patron Technology 'In this second edition of Standing Room Only, Bernstein includes a new paradigm for engaging consumers through social media, website development, online ticketing, blogs, email and mobile phone marketing. A compelling read and a global 'call to action' compulsory reading for all involved in marketing the arts.' Jennifer Radbourne, Emeritus

Professor, Deakin University, Australia 'An extraordinary guide for every marketing manager who wants to develop arts audiences. Anyone interested in the value of marketing in the arts should not miss this book.' Lanfranco Li Cauli, Head of Marketing, Piccolo Teatro di Milano, Italy 'Having already devoured the first edition of Standing Room Only, there is a wealth of updated and new information in the second edition. A great guide to all aspects of marketing. It's like having your own consultant sitting on your bookshelf.' Andreas Mitisek, Artistic & General Director, Long Beach Opera / Chicago Opera Theater

Joanne Scheff Bernstein was coauthor of the acclaimed first edition of Standing Room Only and author of Arts Marketing Insights. One of the world's leading arts marketing authorities, she is a well-known educator, arts manager, and consultant to the arts management community. She was Professor of Business Institutions at Northwestern University, taught arts management at the Kellogg Graduate School of Management, has taught at Bocconi University in Milan and was a Fulbright Senior Scholar at the Helsinki School of Economics. She has been a frequent speaker across the United States and internationally, including engagements in Seoul, Tokyo, Moscow, Sydney, and Copenhagen. She served as executive director of a symphony orchestra and a dance company, and has consulted extensively with diverse non-profit arts organizations.

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.

Very well written with insightful examples.

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