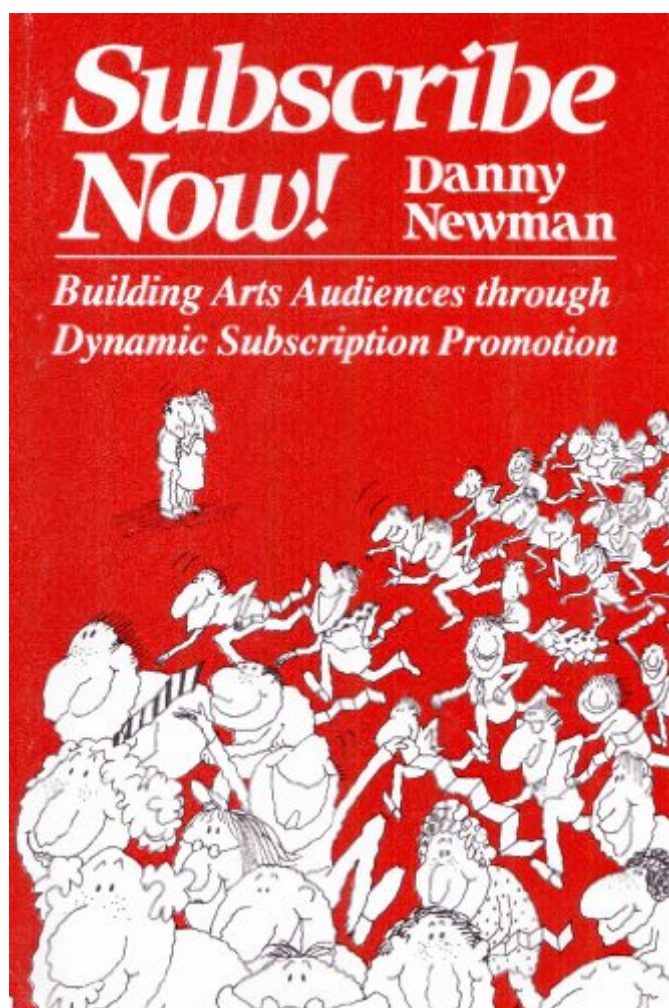


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As the volunteer box office manager for a small theater company in the Midwest, I have found Mr. Newman's book the single most valuable arts marketing book I've ever read. It is filled with many

wonderful, practical ideas to help a company bring in an audience. I've used many of his suggestions to build our subscription by 25% a year for the last three years. Newman provides clear directions to put his ideas into practice. His Keep It Simple Stupid style is easy and often amusing to read, and he provides a wealth of examples for the non-professional marketer (me). *Most* important, this book brims with optimism. When confronted with kindly but dim-witted audience members and temperamental artistic directors, Mr. Newman is the little voice that says "You can do this, and it will be great!" I love you, Danny.

My first job was as marketing director for a regional musical theater company. As a recent college graduate with a journalism degree, I was green. This book was an incredible help...for the theatre job and others that followed. Though it specifically addresses theatre promotion, many of the principles can be used to grow other businesses. It's actually a crash course in the business of theatre. In searching for this book, I see that there are now many other books devoted to growing theatre audiences and managing theatre business. This is surely the granddaddy of all of them. Mr. Newman passed away December 2007. He's left a huge legacy: [...]

My first job was as marketing director of a regional music theatre company. I was a journalism grad with little "arts" experience. This was a wonderful book. It really helped me understand our audience. It was at my right hand throughout the two years I held that job.

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