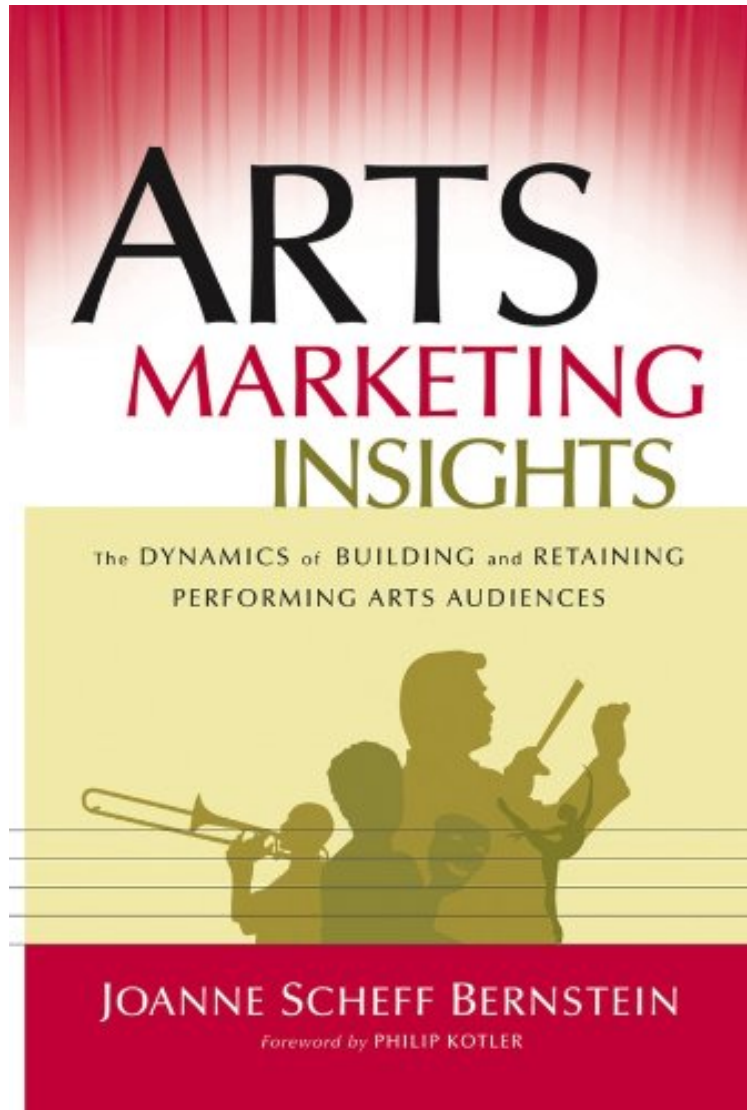


[Read now] Arts Marketing Insights: The Dynamics of Building and Retaining Performing Arts Audiences

Arts Marketing Insights: The Dynamics of Building and Retaining Performing Arts Audiences

Joanne Scheff Bernstein

*audiobook / *ebooks / Download PDF / ePub / DOC*



DOWNLOAD



+

READ ONLINE

#938286 in eBooks 2009-05-18 2009-05-18 File Name: B000V6KAAS | File size: 69.Mb

Joanne Scheff Bernstein : Arts Marketing Insights: The Dynamics of Building and Retaining Performing Arts Audiences before purchasing it in order to gage whether or not it would be worth my time, and all praised Arts Marketing Insights: The Dynamics of Building and Retaining Performing Arts Audiences:

5 of 5 people found the following review helpful. Basic infoBy Merrilee S. LeathermanThis is an "okay" book, primarily because much of the information is outdated for the 21st century. The basic information contains some good marketing sense using good ideas for the 20th century. I think this could be a very good book if the authors would

update the book to address the types of social medium, web opportunities and other 21st century methods of marketing. Today's marketing professionals, as well as volunteers, need to know the pros and cons of each new method now available.0 of 0 people found the following review helpful. Theater essentialBy Paul J. BellGreat book to get some marketing ideas from0 of 0 people found the following review helpful. Five StarsBy L.AArrived on time and as described

Audience behavior began to shift dramatically in the mid 1990s. Since then, people have become more spontaneous in purchasing tickets and increasingly prefer selecting specific programs to attend rather than buying a subscription series. Arts attenders also expect more responsive customer service than ever before. Because of these and other factors, many audience development strategies that sustained nonprofit arts organizations in the past are no longer dependable and performing arts marketers face many new challenges in their efforts to build and retain their audiences. Arts organizations must learn how to be relevant to the changing lifestyles, needs, interests, and preferences of their current and potential audiences. Arts Marketing Insights offers managers, board members, professors, and students of arts management the ideas and information they need to market effectively and efficiently to customers today and into the future. In this book, Joanne Scheff Bernstein helps readers to understand performing arts audiences, conduct research, and provide excellent customer service. She demonstrates that arts organizations can benefit by expanding the meaning of "valuable customer" to include single-ticket buyers. She offers guidance on long-range marketing planning and helps readers understand how to leverage the Internet and e-mail as powerful marketing channels. Bernstein presents vivid case studies and examples that illustrate her strategic principles in action from organizations large and small in the United States, Great Britain, Australia, and other countries.