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Building the Successful Theater Company (Paperback)

By Lisa Mulcahy

Skyhorse Publishing, United States, 2016. Paperback. Condition: New. Third Edition. Language: English . Brand New Book. What makes a theater company successful? Lisa Mulcahy poses the question to leaders from nineteen of the country's most diverse and vital theater companies from the recent past and present, and offers answers in *Building the Successful Theater Company*. Producers, stage managers, directors--anyone dreaming of running a theater troupe--will benefit from the practical guidance, amusing anecdotes, and sincere advice in this peek behind the curtains of the often difficult, always seductive, profession of theater. With five additional companies profiled in this fully revised third edition, *Building a Successful Theater Company* features: *The LABrynth Theater Company *New Paradise Laboratories *National Theatre of the Deaf *Shotgun Players *Asian-American Theatre Company *Steppenwolf Theater Company *The Pasadena Playhouse *La Jolla Playhouse *Chicago City Limits *Berkeley Repertory Theatre *Arena Stage s The Living Stage Theatre Company *Mixed Blood Theatre Company *Horizons Theatre *Wheelock Family Theatre *L.A. Theatre Works *A Traveling Jewish Theatre *Jean Cocteau Repertory *Bailiwick Repertory *New Repertory Theatre New chapters cover funding and financial aspects, maximizing a company's potential through powerful social media use, and creating successful partnerships by teaming up with corporate sponsors and...



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