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Sinopsis

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Kotler, the marketing guru who teaches at Northwestern University and is author of definitive texts on marketing management and international marketing, has also written groundbreaking work on the subject of marketing for nonprofit organizations. With coauthor Scheff, an arts management lecturer at Northwestern's Kellogg Graduate School of Management, he now turns his expertise to the performing arts. Given shrinking government support and increased competition among performing arts organizations (and other entertainment media) for audiences, it seems that only those groups that effectively market themselves may survive. Kotler and Scheff stress the need for organizations to define their mission and think strategically. They apply basic marketing concepts like product, pricing, and positioning to the arts but they also consider the unique aspects of audiences and the "performing arts market." While some artists and performers may see a conflict between artistic mission and an emphasis on the "bottom line," the new reality is that the arts are also a business. Highly recommended. David Rouse

Review

"STANDING ROOM ONLY is at once an instruction manual, a sober-minded analysis, a set of case histories, and a hand-holding guide to promotion." -- The New York Times, September 21, 1997

Any working with the performing arts will welcome this in-depth guide, which surveys marketing strategies and keys to attracting new audiences. From collaborative efforts to increasing funding and surviving transitions, this treats the performing arts world like a business, examining product offerings and attraction, marketing, and building audience/customer loyalty. -- Midwest Book Review

Midwest Book Review

About the Author

Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management at Northwestern University in Chicago.