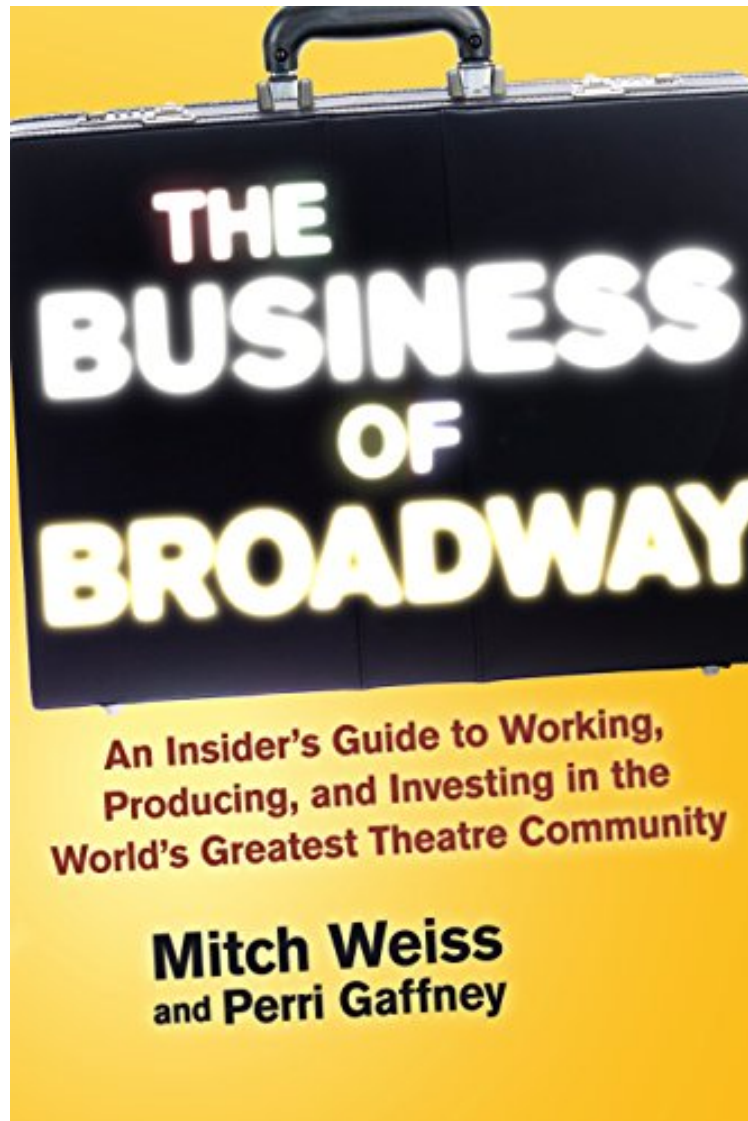


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The Business of Broadway: An Insider's Guide to Working, Producing, and Investing in the World's Greatest Theatre Community

Mitch Weiss, Perri Gaffney

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Mitch Weiss, Perri Gaffney : The Business of Broadway: An Insider's Guide to Working, Producing, and Investing in the World's Greatest Theatre Community before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Business of Broadway: An Insider's Guide to Working, Producing, and Investing in the World's Greatest Theatre Community*:

2 of 2 people found the following review helpful. Bravo!!! Finally a book that breaks down the theater business that everyone can understand. By BruRobAn outstanding book that explains it as it is!! The Theater Business is complicated and filled with jargon and insider knowledge. This book lifts the veil and lets you understand what goes on behind the curtain. Even for Broadway Business Professionals, the book fills in the gaps that a person might have missed on their way to working on the Great White Way. This book will soon become required reading in the classroom in all theatrical training schools, colleges and apprenticeships. Easy to understand. 2 of 2 people found the following review helpful. More than just the "business" By Geri Written in an engaging style, The Business of Broadway covers all aspects of the business, from unions to budgets to the Tonys. But the book is also about the people who make the shows happen and what they "want you to know." In many ways, this book is a "lullaby to Broadway," and it will appeal to anyone interested in the Broadway theatre. 2 of 2 people found the following review helpful. A must read for anyone involved in the business of ... By Rusty Fox A must read for anyone involved in the business of show business. Mitch Weiss knows the ropes because he has worked in the field for a long time and he translates all that knowledge into a very informative and entertaining read. This book should be used as a teaching tool in every theatrical business class in America.

New York's Broadway theatre scene has long been viewed as the top of the heap in the world theatre community. Taking lessons from the very best, this innovative guide delves into the business side of the renowned industry to explain just how its system functions. For anyone interested in pursuing a career on Broadway, or who wants to grow a theatre in any other part of the world, *The Business of Broadway* offers an in-depth analysis of the infrastructure at the core of successful theatre. Manager/producer Mitch Weiss and actor/writer Perri Gaffney take readers behind the scenes to reveal what the audience and even the players and many producers don't know about how Broadway works, describing more than 200 jobs that become available for every show. A variety of performers, producers, managers, and others involved with the Broadway network share valuable personal experience in interviews discussing what made a show a hit or a miss, and how some of the rules, regulations, and practices that are in place today were pioneered. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

The Business of Broadway is a compelling, fascinating, colorful, and comprehensive inside look at an industry with as many moving parts as a Rubik's cube. Even the most complex elements—the pension plan anyone?—are presented with clarity and intelligence, and there are plenty of slap-your-forehead insights that are as entertaining as they are informative. It's a must-read for anyone passionate not to mention foolhardy enough to play the game, and an idiot's delight for those of us who root and razz from the sidelines. Patrick Pacheco, arts journalist, feature writer for the Los Angeles Times, and theatre correspondent for NY's On Stage: *The Business of Broadway* is essential reading for anyone interested in producing, investing, or working in theatre. Engaging and illuminating, Mitch Weiss and Perri Gaffney explain the myriad of people and roles they play to collaborate on a show from development to opening night and beyond. Daryl Roth, producer of eight Tony Award-winning productions (including *Kinky Boots*, *The Normal Heart*, and *Love, Loss, and What I Wore*) is the go-to book for everything you wanted to know about working on Broadway along with everything you didn't know you needed to know! *The Business of Broadway* should be required reading for all theatre students and working professionals. Dona D. Vaughn, professor and artistic director of opera at the Manhattan School of Music, theatre director, Broadway actress (*Company*, *Jesus Christ Superstar*, *Seesaw*), associate producer, and stage manager About the Author Mitch Weiss has managed several hundred Broadway and Off-Broadway shows, including Tony Award winners *A Chorus Line*, *The Grapes of Wrath*, and *Beauty and the Beast*, and has more than forty years of management and producing experience with such clients as Disney Theatricals International, New York Shakespeare Festival, and Big Apple Circus. He has been a certified ATPAM manager since 1985 and teaches management courses at New York University. He is the author of *Managing Artists in Pop Music*, Second Edition, with Perri Gaffney (Allworth Press). He lives in New York City. Perri Gaffney is the author of several books. She adapted her debut novel *The Resurrection of Alice* into a Helen Hayes Award-nominated one-woman play, wrote and performed in *Josephine*, a multimedia monodrama based on Josephine Baker, and has written and contributed to numerous plays, independent films, and TV shows. She lives in New York City.