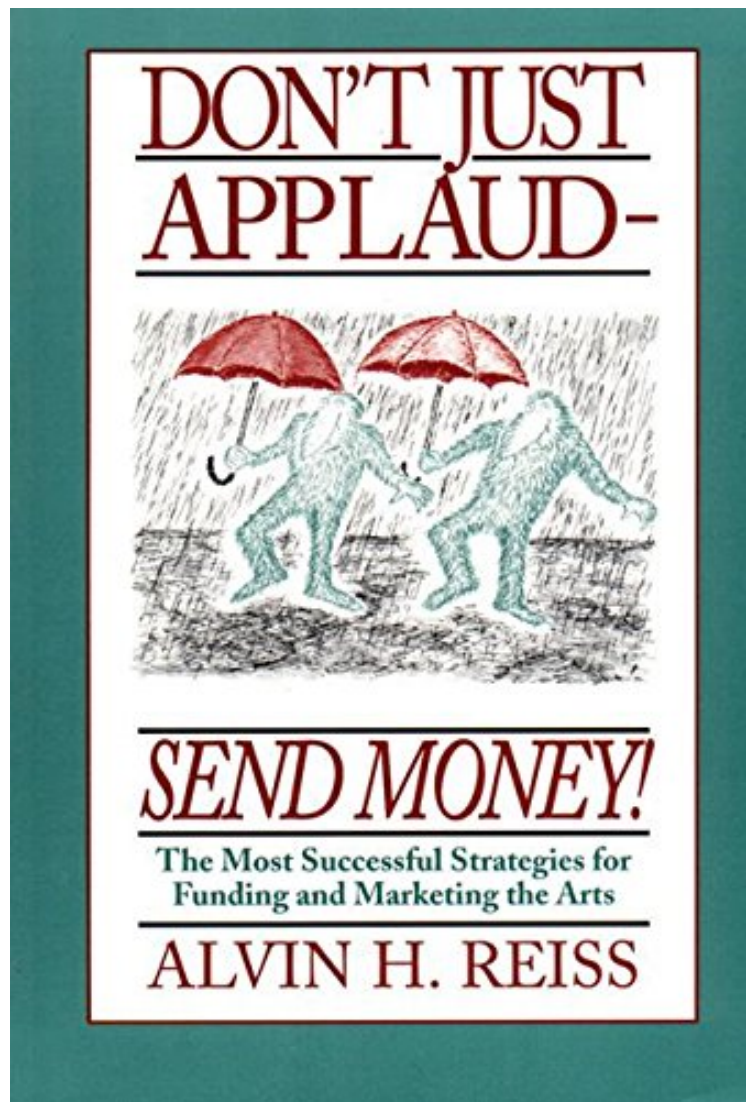


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## Don't Just Applaud, Send Money: The Most Successful Strategies for Funding and Marketing the Arts

*Alvin H. Reiss*

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By Merrilee S. Leatherman  
Book was first published in 1995 so the information is very dated. It is a good look at what worked in the 20th century and some of the ideas can be used. However, the 21st century has brought us so many other tools that can be used for marketing the arts....social networking, the Internet, groupon, etc. I would have liked to read about ideas to incorporate these in developing successful market strategies for the arts. sent book very quickly and in good shape. Just wish there had been some indication as to how outdated this book really is.  
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By JimNHI  
got this book as part of a school project - writing a paper on community theatre business models. The book is a collection of anecdotes, but didn't have much in the way of commentary or conclusions by the author. I would have liked more analysis, but it's a good source of examples if you are looking for how others have solved the problem in the past.  
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Very good basic guide to making events successful. Well organized and concise. Should be in every event planner's library. Bravo!

Noted arts management consultant Alvin H. Reiss details marketing and fundraising strategies of enormous value to all arts organizations. Drawing on sources throughout the arts community, he has collected 100 new ideas proven successful in actual practice. Each idea is clearly presented in a unique "CPR" format (Challenge, Plan, Result).