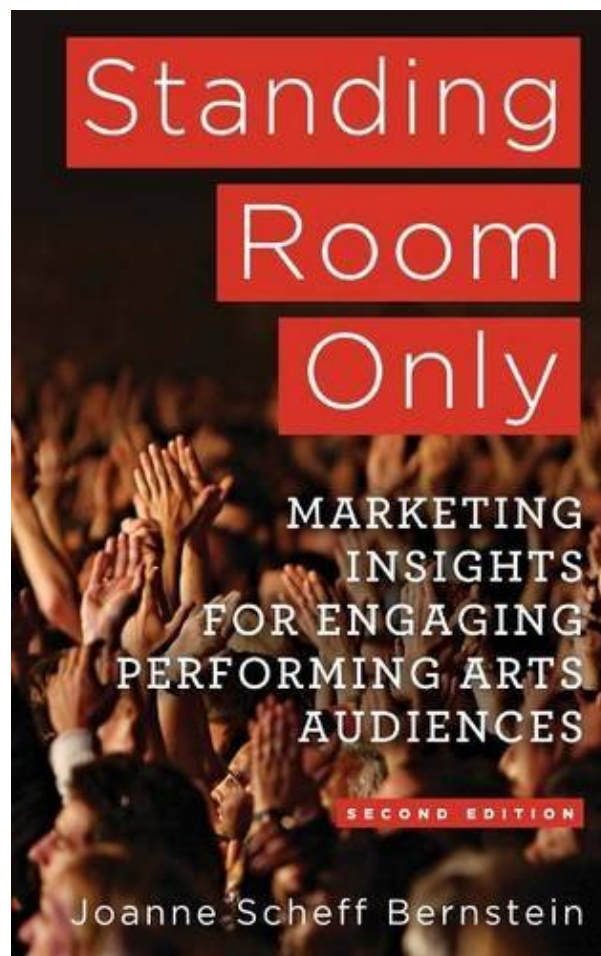
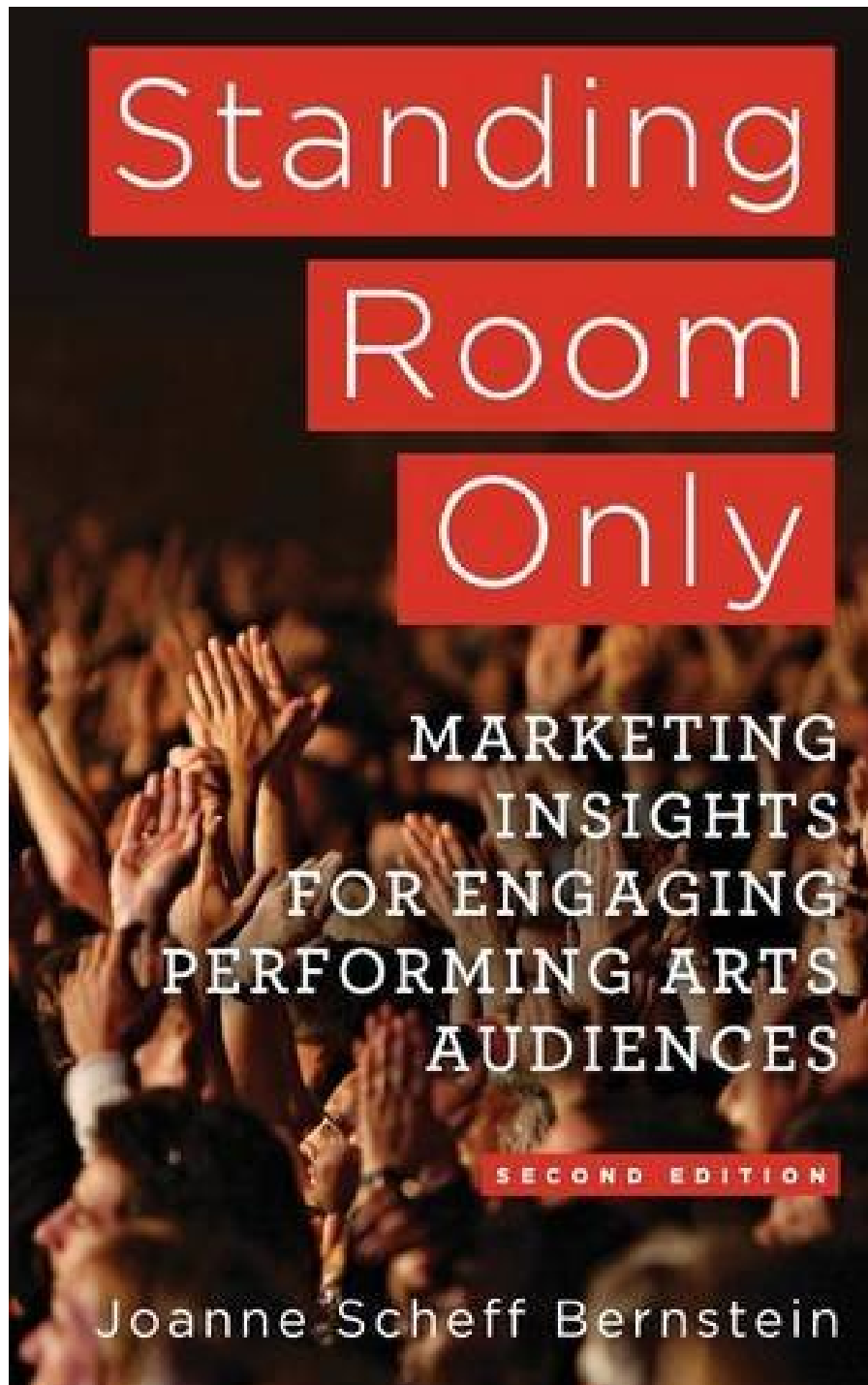


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About the Author

Joanne Scheff Bernstein was coauthor of the acclaimed first edition of *Standing Room Only* and author of *Arts Marketing Insights*. One of the world's leading arts marketing authorities, she is a well-known educator, arts manager, and consultant to the arts management community. She was Professor of Business Institutions at Northwestern University, taught arts management at the Kellogg Graduate School of Management, has taught at Bocconi University in Milan and was a Fulbright Senior Scholar at the Helsinki School of Economics. She has been a frequent speaker across the United States and internationally, including engagements in Seoul, Tokyo, Moscow, Sydney, and Copenhagen. She served as executive director of a symphony orchestra and a dance company, and has consulted extensively with diverse non-profit arts organizations.

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Standing Room Only combines practical advice for creating a strategic marketing program and maintaining a successful performing arts organization. This revised edition lays out a framework to navigate the digital age, from online ticketing options, to marketing options in social, and mobile media.

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