



The Tao of Audience Development for the Arts: Philosophies About Audience Development Five Years in the Making

By Shoshana Danoff Fanizza

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Philosophies about audience development, five years in the making. This book is a compilation of blog posts since 2009 from the Audience Development Specialists blog. Filled with information and thoughts on audience development, arts management, and arts marketing, this book will help you as an arts leader form a new perspective on building audiences and more enthusiasm for the philosophies and practices of audience development in general.

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