



Building the Successful Theater Company

Lisa Mulcahy

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The second edition of *Building the Successful Theater Company* takes readers even deeper into the world of theatrical production, examining in great depth the financial realities of establishing--and maintaining--a successful organization. This indispensable reference is updated to include more theater company profiles with expert advice to better reveal the pitfalls, passions, and practicalities of the theater industry. The author's been-there-done-that personal experiences along with the wisdom of esteemed theater company heads will encourage readers to aim high and overcome challenges to accomplish all of their creative and financial objectives. Everything from finding a performance space, to creating a first season, to promoting a company and production, to designing a long-term plan is discussed in detail in this engaging guide--a sometimes irreverent, always relevant look behind the curtain of the modern stage troupe. Chapters include developing business and budget plans, rehearsing, attracting attention with publicity and word-of-mouth, adapting to growth, and more. No other book contains the unique insights and sound advice found in this indispensable reference.

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