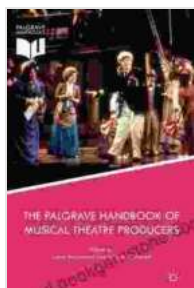


# The Palgrave Handbook of Musical Theatre Producers

The Palgrave Handbook of Musical Theatre Producers is a comprehensive and authoritative guide to the role of producers in the musical theatre industry. With contributions from leading scholars and practitioners, the Handbook provides a multi-faceted examination of the producer's role in all aspects of musical theatre production, from development and financing to marketing and distribution.



## The Palgrave Handbook of Musical Theatre Producers

by Tarana Burke

★★★★☆ 4.5 out of 5

Language : English

File size : 2410 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting: Enabled

Word Wise : Enabled

Print length : 934 pages



The Handbook is divided into six parts, each of which focuses on a different aspect of the producer's role.

1. **Part I: The Producer's Role in the Development and Financing of Musical Theatre**
2. **Part II: The Producer's Role in the Creative Process**

3. **Part III: The Producer's Role in Marketing and Distribution**
4. **Part IV: The Producer's Role in the Management and Operation of Musical Theatre Productions**
5. **Part V: The Producer's Role in the International Musical Theatre Industry**
6. **Part VI: The Producer's Role in the Changing Musical Theatre Landscape**

The Handbook is a valuable resource for anyone interested in the musical theatre industry. It provides a comprehensive overview of the producer's role, and it offers insights from leading experts in the field.

### **Part I: The Producer's Role in the Development and Financing of Musical Theatre**

The first part of the Handbook examines the producer's role in the development and financing of musical theatre. This section includes chapters on the following topics:

- The producer's role in the development of new musicals
- The producer's role in securing financing for musical theatre productions
- The producer's role in managing the financial risks of musical theatre productions

### **Part II: The Producer's Role in the Creative Process**

The second part of the Handbook examines the producer's role in the creative process. This section includes chapters on the following topics:

- The producer's role in assembling the creative team
- The producer's role in supporting the creative process
- The producer's role in managing the creative conflicts that can arise during the production process

### **Part III: The Producer's Role in Marketing and Distribution**

The third part of the Handbook examines the producer's role in marketing and distribution. This section includes chapters on the following topics:

- The producer's role in developing a marketing and distribution strategy
- The producer's role in managing the marketing and distribution budget
- The producer's role in evaluating the success of marketing and distribution campaigns

### **Part IV: The Producer's Role in the Management and Operation of Musical Theatre Productions**

The fourth part of the Handbook examines the producer's role in the management and operation of musical theatre productions. This section includes chapters on the following topics:

- The producer's role in managing the production budget
- The producer's role in managing the production schedule
- The producer's role in managing the production team

### **Part V: The Producer's Role in the International Musical Theatre Industry**

The fifth part of the Handbook examines the producer's role in the international musical theatre industry. This section includes chapters on the following topics:

- The producer's role in developing and producing musicals for international markets
- The producer's role in managing the challenges of producing musicals in different countries
- The producer's role in promoting the international musical theatre industry

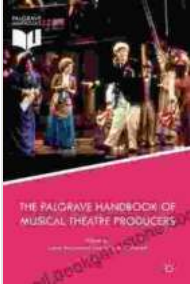
## **Part VI: The Producer's Role in the Changing Musical Theatre Landscape**

The sixth part of the Handbook examines the producer's role in the changing musical theatre landscape. This section includes chapters on the following topics:

- The impact of technology on the musical theatre industry
- The changing demographics of musical theatre audiences
- The future of the musical theatre industry

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