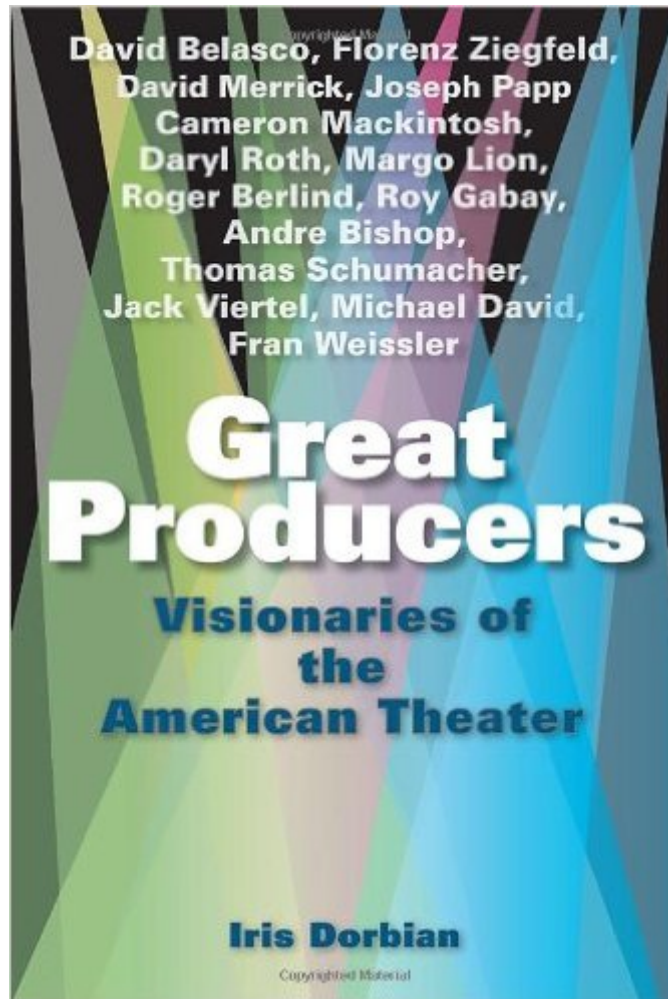


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# Great Producers: Visionaries Of American Theater



## Synopsis

Up close and personal with Broadway's brightest lights of the past, present, and future.\*

Firsthand accounts, rare interviews, backstage anecdotes \* Insider ideas from Disney, Jujamcyn, Mackintosh, Weissler, Papp, Merrick, Ziegfeld, more! Broadway's most esteemed visionaries tell all; how they got started in the business, how they chose projects, how they raise money, why some of their shows were huge hits and others flopped, and much more. From Flo Ziegfeld and David Merrick, from Joseph Papp, from Cameron Mackintosh, from today's up-and-coming new generation of producers; here are priceless words of wisdom. Readers will find insights on how to deal with investors, work in a team, troubleshoot, and learn from mistakes. Filled with entertaining backstage anecdotes, this book is a must-have primer for educators, students, and budding producers.

## Book Information

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## Customer Reviews

If you love theater, or are interested in producing, this book is a must-read. Each chapter deals with a different producer's life and career, and Dorbian captures not only the essence of each person, but also why they are so good at what they do. It includes lots of sage advice to anyone considering mounting a show, no matter how big or small the production.

A good performing troupe is only as good as its weakest link, and a weak producer will sour it more than anything. "Great Producers: Visionaries of the American Theater" is a guide to effectively

producing live theater. With advice from many of the best producers in American theater today, it acts as both a set of tips for aspiring producers and a look backstage for fans. "Great Producers" is a highly recommended book with a dual appeal.

By providing a brief biography of numerous Broadway producers, this book teaches the who and how of new shows in the for-profit theatre. The candor of the producers along with their personal experiences makes this book enlightening and entertaining. If you're interested in being a producer, or just want to know how it's done, this is required reading.

Great read and/or gift for those that love the theater, the rich history of the art and the people that made the magic happen.

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