

Standing Room Only: Strategies For Marketing The Performing Arts By Philip Kotler;Joanne Scheff Bernstein

By Philip Kotler;Joanne Scheff Bernstein

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http://en.wikipedia.org/wiki/Seating_assignment

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<http://www.powells.com/biblio/9781137282934>

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Feb 16, 2010 Strategy #1: Standing Room Only tickets. SRO tickets at
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<http://www.chicagonow.com/one-goal/2010/02/blackhawks-tickets-strategies-for-getting-the-hottest-sports-ticket-in-town/>

Joanne Bernstein | Arts Marketing Insights | -

Joanne Scheff Bernstein is an comprehensive text with Professor Philip
Kotler entitled Standing Room Only: Strategies for Marketing the
Performing Arts,

<http://www.zoominfo.com/p/Joanne-Bernstein/89669631>

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This book argues that by embracing various marketing principles and
launching marketing strategies, music, Dance & other performing arts

<http://www.angusrobertson.com.au/books/standing-room-only-joanne-scheff-philip-kotler/p/9780875847375>

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[Philip Kotler, Joanne Scheff Bernstein] on . *FREE* shipping on
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<http://bozzbooks.com/post/standing-room-only-marketing-performing>

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Full Definition of STANDING ROOM: space for standing; especially: accommodation available for spectators or passengers after all seats are filled

<http://www.merriam-webster.com/dictionary/standing%20room>

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<http://eventstrategysolutions.com/standingroomonly>

Joanne Bernstein | LinkedIn -

about current issues in performing arts marketing Standing Room Only: Strategies for Marketing the Performing Arts Joanne Bernstein, Philip Kotler;

<https://www.linkedin.com/pub/joanne-bernstein/1/2b6/42>

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Rebecca (Somerville, MA)'s review of Standing Room -

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<http://www.goodreads.com/review/show?id=23238479>

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<http://www.rateyourseats.com/sections/kauffman-stadium-mlb/SRO>