Theatre Marketing Resources

Electronic Resources

Business Source Complete
IBISWorld
International Index to the Performing Arts
LexisNexis Academic
Mintel Reports
Play Index
Project Muse
Theatre in Video

Periodicals

TCI: The Business of Entertainment Technology & Design
TDR: The Drama Review
Theatre Journal
Theatre Topics
Theatre World N.Y., N.Y.

Reference

The Cambridge Guide to Theatre
The Blackwell Encyclopedic Dictionary of Marketing
Collins Dictionary of Marketing
A Complete Guide to Online Theatre and Dance Resources
Dictionary of Marketing Terms
Encyclopedia of American Industries
The International Dictionary of Marketing
Motion Picture, TV and Theatre Directory for Services and Products
New York Theatre Critics’ Review
Plunkett’s Entertainment & Media Industry Almanac 2002-2003
The Theatre Guide

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Web Resources
Actors Equity Association
American Theatre Wing
Artslynx International Arts Resources
Internet Broadway Database
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Articles


