



Audience development : an examination of selected analysis and prediction techniques applied to symphony and theatre attendance in four southern cities

National Endowment for the Arts.
Research Division

National Endowment for the Arts, Research Division,
1981

Monografía

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Título: Audience development an examination of selected analysis and prediction techniques applied to symphony and theatre attendance in four southern cities

Editorial: Washington, D.C. National Endowment for the Arts, Research Division 1981

Descripción física: 1 online resource (47 pages)

Mención de serie: National Endowment for the Arts Research Division report ;#14

Nota general: Title from title screen (viewed Mar. 15, 2013) "January 1981."

Bibliografía: Includes bibliographical references (pages 45-46)

Restricciones de acceso: Use copy. Restrictions unspecified star. MiAaHDL

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1243015611 1243015628 1243016262 1243018190 1243020950 1243025037 1243026502 1243030821
1243036063 1243038033 1243039816 1243042114 1243042237 1244541589

ISBN: 0890620970 pbk.) 9780890620977 pbk.)

Materia: Theater audiences- Southern States Performing arts- Public relations Théâtre- Publics- États-Unis (Sud)
Arts du spectacle- Relations publiques Performing arts- Public relations. Theater audiences. Publieksonderzoek.
Theaters. Symfonieorkesten. Bezoek.

Materia Geográfica: Southern States.

Enlace a formato físico adicional: Print version National Endowment for the Arts. Research Division. Audience
development. Washington, D.C. : National Endowment for the Arts, Research Division, 1981 (DLC) 80600125
(OCoLC)7176420

Punto acceso adicional serie-Título: Research Division report (National Endowment for the Arts. Research
Division) 14

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