



Case Mamma Mia!: Music, marketing and three women /

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Monografía

It was October 2009, on a cold autumn evening in New York. It was not in my plans to be dancing between the seats of an old theatre on Broadway. I had flown a few days earlier from Madrid, to do some commercial research on the participation of American wedding dress companies in trade fairs. Since I had some free time, when I finished interviewing designers at the Waldorf Astoria, I immersed myself in the skyscrapers of that city, soaking up the culture of the world's capital. I visited the MOMA and the Chrysler Building; I walked through Central Park and took the orange ferry to Staten Island to see the city through the eyes of an immigrant on the way back; I crossed the first bridge to Brooklyn, admired the design of the Guggenheim and prayed at St. Patrick's Church. I had foreseen all of this in my travel plans, except for dancing

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