



The Business of Opera (Ashgate Interdisciplinary Studies in Opera)

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The study of the business of opera has taken on new importance in the present harsh economic climate for the arts. This book presents research that sheds new light on a range of different aspects concerning marketing, audience development, promotion, arts administration and the economic issues that beset opera professionals. The aim of the editors has been to put together a collection of essays that forms a coherent whole by engaging with a single theme (business), although these essays differ in their particular choice of topic and critical perspective. The essays bring the study of opera up to the twenty-first century, and are distinguished by their concern with the business of opera here and now in a globalized market. That means newly commissioned opera, sponsorship, state funding for opera and the production and marketing of historic opera in the twenty-first century.

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