

# Toolkit for Marketing of Modern Dance

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The objective of the Toolkit for Marketing of Modern Dance is to provide independent artists, modern dance companies and organisations significant help in focusing on the strategies and techniques that can improve their impact and practices while also ensuring that they remain true to their artistic and public missions.

Combining practical advice and theory, the Toolkit explores the changing behavior of performing arts audiences and offers solutions to adapt to these changes in the new era of communication.

The purpose of the Toolkit for Marketing of Modern Dance is not only to offer understanding on new strategies and theories that improve the effectiveness and efficiency of the marketing function, but also to help managers and marketers of performing arts to develop their own insights in the face of unstable cultural environment and changing customer values.

**PDF** [Toolkit for Marketing of Modern Dance](#) [3] (2011)

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