



Great Producers: Visionaries of American Theater

Iris Dorbian

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Up close and personal with Broadway's brightest lights of the past, present, and future.

- * Firsthand accounts, rare interviews, backstage anecdotes
- * Insider ideas from Disney, Jujamcyn, Mackintosh, Weissler, Papp, Merrick, Ziegfeld, more!

Broadway's most esteemed visionaries tell all—how they got started in the business, how they chose projects, how they raise money, why some of their shows were huge hits and others flopped, and much more. From Flo Ziegfeld and David Merrick, from Joseph Papp, from Cameron Mackintosh, from today's up-and-coming new generation of producers—here are priceless words of wisdom. Readers will find insights on how to deal with investors, work in a team, troubleshoot, and learn from mistakes. Filled with entertaining backstage anecdotes, this book is a must-have primer for educators, students, and budding producers.

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