



# The How of Audience Development for the Arts: Learn the Basics, Create Your Plan

*Shoshana Danoff Fanizza*

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Do you want to learn how to build a better audience? This book will teach you the basics about audience development so you can create your very own plan. The definition of audience development, description of the 4 C's, and examples for planning are all included. Grab your cup of coffee and settle in with Shoshana Fanizza, who lives and breathes audience development, to discover the magic of audience development for audience building. A happy and loyal audience is just around the bend.

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