



## 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 aspects concerning marketing, audience development, promotion, arts administration and economic issues that beset professionals working in the opera world. The editors' aim has been to assemble a coherent collection of essays that engage with a single theme (business), but differ in topic and critical perspective. The collection is distinguished by its concern with the business of opera here and now in a globalized market. This includes newly commissioned operas, sponsorship, state funding, and production and marketing of historic operas in the twenty-first century.

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## **Editorial Review**

### **About the Author**

Anastasia Belina-Johnson is Deputy Head of Undergraduate Programmes at the Royal College of Music, London, the author of *Die tägliche Mühe ein Mensch zu sein* (2013) and *A Musician Divided: André Tchaikowsky in his own Words* (2013), and co-editor of *Wagner in Russia, Poland and the Czech Lands: Musical, Literary, and Cultural Perspectives* (2013). She is currently researching the performance and reception of Silver Age operetta in Poland between 1906 and 1939.

Derek B. Scott is Professor of Critical Musicology at the University of Leeds, UK. His books include: *From the Erotic to the Demonic* (2003), *Sounds of the Metropolis* (2008), and *Musical Style and Social Meaning* (2010). Among his edited books is *The Ashgate Research Companion to Popular Musicology* (2009).

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