



The Business of Broadway: An Insider's Guide to Working, Producing, and Investing in the World's Greatest Theatre Community

By Mitch Weiss, Perri Gaffney

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New York's Broadway theatre scene has long been viewed as the "top of the heap" in the world theatre community. Taking lessons from the very best, this innovative guide delves into the business side of the renowned industry to explain just how its system functions. For anyone interested in pursuing a career on Broadway, or who wants to grow a theatre in any other part of the world, *The Business of Broadway* offers an in-depth analysis of the infrastructure at the core of successful theatre. Manager/producer Mitch Weiss and actor/writer Perri Gaffney take readers behind the scenes to reveal what the audience—and even the players and many producers—don't know about how Broadway works, describing more than 200 jobs that become available for every show. A variety of performers, producers, managers, and others involved with the Broadway network share valuable personal experience in interviews discussing what made a show a hit or a miss, and how some of the rules, regulations, and practices that are in place today were pioneered.

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Editorial Review

Review

“*The Business of Broadway* is a compelling, fascinating, colorful, and comprehensive inside look at an industry with as many moving parts as a Rubik's cube. Even the most complex elements—the Turkus pension plan anyone?—are presented with clarity and intelligence, and there are plenty of slap-your-forehead insights that are as entertaining as they are informative. It's a must-read for anyone passionate—not to mention foolhardy—enough to play the game, and an idiot's delight for those of us who root and razz from the sidelines.” —Patrick Pacheco, arts journalist, feature writer for the *Los Angeles Times*, and theatre correspondent for NY1's *On Stage*

“*The Business of Broadway* is essential reading for anyone interested in producing, investing, or working in theatre. Engaging and illuminating, Mitch Weiss and Perri Gaffney explain the myriad of people and roles they play to collaborate on a show from development to opening night and beyond.” —Daryl Roth, producer of eight Tony Award-winning productions (including *Kinky Boots*, *The Normal Heart*, and *Love, Loss, and What I Wore*)

“The go-to book for everything you wanted to know about working on Broadway along with everything you didn't know you needed to know! *The Business of Broadway* should be required reading for all theatre students and working professionals.” —Dona D. Vaughn, professor and artistic director of opera at the Manhattan School of Music, theatre director, Broadway actress (*Company*, *Jesus Christ Superstar*, *Seesaw*), associate producer, and stage manager

About the Author

Mitch Weiss has managed several hundred Broadway and off-Broadway shows including Tony Award-winners *A Chorus Line*, *The Grapes of Wrath*, and *Beauty and the Beast*, and has over forty years of management and producing experience with such clients as Disney Theatrical Productions, New York Shakespeare Festival, and Big Apple Circus, as well as many other successful and well-known recording, sports, and theatrical artists. He has been a certified ATPAM manager since 1985 and teaches management courses at New York University. He is the author of *Managing Artists in Pop Music* with Perri Gaffney (Allworth Press). He lives in New York City.

Perri Gaffney is the author of several books. She adapted her debut novel *The Resurrection of Alice* into a Helen Hayes Award-nominated one-woman play, wrote and performed in *Josephine*, a multi-media monodrama based on Josephine Baker, and has written and contributed to numerous plays, independent films, and TV shows. She lives in New York City.

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