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Acting as a Business: Strategies for Success

Brian O'Neil

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Acting as a Business: Strategies for Success

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Acting as a Business: Strategies for Success Brian O'Neil
An essential handbook for actors–a modern classic–in a newly updated edition.

Since its original publication, *Acting as a Business* has earned a reputation as an indispensable tool for working and aspiring actors. Avoiding the usual advice about persistence and luck, Brian O'Neil provides clear-cut guidelines that will give actors a solid knowledge of the business behind their art. It's packed with practical information–on everything from what to say in a cover letter to where to stand when performing in agent's office–including:

•How to craft a winning theatrical résumé
•The most effective ways to join the performer's unions
•Tactics for getting an agent
•Strategies for finding work in the theater, on daytime television, and in independent films
•Navigating the different customs and cultures of New York and Los Angeles

O'Neil has updated *Acting as a Business* to keep up with the latest show-business trends, including how best to use the Internet, making this new edition no actor should be without.

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