



Marketing the Bard: Shakespeare in Performance and Print, 1660-1740

Don-John Dugas

Download now

Read Online →

[Click here](#) if your download doesn't start automatically

Marketing the Bard: Shakespeare in Performance and Print, 1660-1740

Don-John Dugas

Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 Don-John Dugas

To posterity, William Shakespeare may be the Bard of Avon, but to mid-seventeenth-century theatergoers he was just another dramatist. Yet barely a century later, he was England's most popular playwright and a household name. In this intriguing study, Don-John Dugas explains how these changes came about and sealed Shakespeare's reputation even before David Garrick performed his work on the London stage.

Marketing the Bard considers the ways that performance and publication affected Shakespeare's popularity. Dugas takes readers inside London's theaters and print shops to show how the practices of these intersecting enterprises helped transform Shakespeare from a run-of-the-mill author into the most performed playwright of all time—persuasively demonstrating that by the 1730s commerce, not criticism, was the principal force driving Shakespeare's cultural dominance.

Displaying an impressive command of theater and publishing history, Dugas explains why adaptations of Shakespeare's plays succeeded or failed on the stage and shows that theatrical and publishing concerns exerted a greater influence than aesthetics on the playwright's popularity. He tells how revivals and adaptations of Shakespeare's plays while he was relatively unknown fueled an interest in publication—exploited by the Tonson publishing firm with expensive collected editions marketed to affluent readers—which eventually led to competition between pricey collections and cheap single-play editions. The resulting price war flooded the market with Shakespeare, which in turn stimulated stage revivals of even his most obscure plays.

In tracing this curious reemergence of Shakespeare, Dugas considers why the Tonsons acquired the copyright to the plays, how the famous edition of 1709 differed from earlier ones, and what effect its publication had on Shakespeare's popularity. He records all known performances of Shakespeare between 1660 and 1705 to document productions by various companies and to show how their performances shaped the public's taste for Shakespeare. He also discloses a previously overlooked eighteenth-century engraving that sheds new light on the price war and Shakespeare's reputation.

Marketing the Bard is a thoroughly engaging book that ranges widely over the Restoration landscape, containing a wealth of information and insight for anyone interested in theater history, the history of the book, the origins of copyright, and of course Shakespeare himself. Dugas's analysis of the complex factors that transformed a prolific playwright into the inimitable Bard clearly shows how business produces and packages great art in order to sell it.

 [Download Marketing the Bard: Shakespeare in Performance and Prin ...pdf](#)

 [Read Online Marketing the Bard: Shakespeare in Performance and Pr ...pdf](#)

Download and Read Free Online Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 Don-John Dugas

Download and Read Free Online Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 Don-John Dugas

From reader reviews:

Clarence Riley:

Within other case, little individuals like to read book Marketing the Bard: Shakespeare in Performance and Print, 1660-1740. You can choose the best book if you love reading a book. As long as we know about how is important a new book Marketing the Bard: Shakespeare in Performance and Print, 1660-1740. You can add expertise and of course you can around the world with a book. Absolutely right, since from book you can understand everything! From your country right up until foreign or abroad you will end up known. About simple thing until wonderful thing it is possible to know that. In this era, we could open a book as well as searching by internet system. It is called e-book. You may use it when you feel bored to go to the library. Let's read.

Wesley Powell:

Hey guys, do you wants to finds a new book you just read? May be the book with the name Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 suitable to you? Typically the book was written by well-known writer in this era. The particular book untitled Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 is the one of several books which everyone read now. This particular book was inspired lots of people in the world. When you read this e-book you will enter the new shape that you ever know ahead of. The author explained their strategy in the simple way, thus all of people can easily to understand the core of this guide. This book will give you a lot of information about this world now. To help you to see the represented of the world with this book.

Elton Williams:

Reading a guide tends to be new life style in this era globalization. With studying you can get a lot of information that can give you benefit in your life. Having book everyone in this world could share their idea. Books can also inspire a lot of people. Lots of author can inspire their particular reader with their story or their experience. Not only the storyline that share in the ebooks. But also they write about the ability about something that you need example of this. How to get the good score toefl, or how to teach your young ones, there are many kinds of book which exist now. The authors nowadays always try to improve their proficiency in writing, they also doing some analysis before they write to the book. One of them is this Marketing the Bard: Shakespeare in Performance and Print, 1660-1740.

Steven Murray:

In this particular era which is the greater man or woman or who has ability in doing something more are more important than other. Do you want to become one among it? It is just simple approach to have that. What you should do is just spending your time very little but quite enough to have a look at some books. One of many books in the top collection in your reading list is actually Marketing the Bard: Shakespeare in Performance and Print, 1660-1740. This book and that is qualified as The Hungry Hills can get you closer in

growing to be precious person. By looking upward and review this guide you can get many advantages.

**Download and Read Online Marketing the Bard: Shakespeare in
Performance and Print, 1660-1740 Don-John Dugas
#9K6RWIEACV1**

Read Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 by Don-John Dugas for online ebook

Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 by Don-John Dugas Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 by Don-John Dugas books to read online.

Online Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 by Don-John Dugas ebook PDF download

Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 by Don-John Dugas Doc

Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 by Don-John Dugas Mobipocket

Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 by Don-John Dugas EPub