



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

Don-John Dugas

Download now

[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 ...pdf](#)

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

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

From reader reviews:

Allison Price:

Have you spare time to get a day? What do you do when you have a lot more or little spare time? Sure, you can choose the suitable activity to get spend your time. Any person spent their spare time to take a walk, shopping, or went to the particular Mall. How about open or perhaps read a book eligible Marketing the Bard: Shakespeare in Performance and Print, 1660-1740? Maybe it is to become best activity for you. You realize beside you can spend your time with the favorite's book, you can more intelligent than before. Do you agree with it is opinion or you have additional opinion?

Mary Ponce:

The book Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 give you a sense of feeling enjoy for your spare time. You need to use to make your capable considerably more increase. Book can to become your best friend when you getting strain or having big problem along with your subject. If you can make examining a book Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 to become your habit, you can get much more advantages, like add your current capable, increase your knowledge about a number of or all subjects. You may know everything if you like available and read a publication Marketing the Bard: Shakespeare in Performance and Print, 1660-1740. Kinds of book are several. It means that, science publication or encyclopedia or other individuals. So , how do you think about this publication?

Alma Lewis:

This Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 is great e-book for you because the content which can be full of information for you who have always deal with world and still have to make decision every minute. That book reveal it data accurately using great plan word or we can point out no rambling sentences within it. So if you are read it hurriedly you can have whole details in it. Doesn't mean it only provides you with straight forward sentences but tricky core information with wonderful delivering sentences. Having Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 in your hand like getting the world in your arm, data in it is not ridiculous just one. We can say that no publication that offer you world within ten or fifteen second right but this e-book already do that. So , this is certainly good reading book. Heya Mr. and Mrs. active do you still doubt in which?

Lois Wiggins:

In this era globalization it is important to someone to acquire information. The information will make someone to understand the condition of the world. The health of the world makes the information much easier to share. You can find a lot of sources to get information example: internet, newspaper, book, and soon. You can view that now, a lot of publisher in which print many kinds of book. The actual book that recommended for you is Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 this book consist a lot of the information from the condition of this world now. This kind of book was represented how

does the world has grown up. The language styles that writer value to explain it is easy to understand. The writer made some exploration when he makes this book. Honestly, that is why this book suited all of you.

**Download and Read Online Marketing the Bard: Shakespeare in Performance and Print, 1660-1740 Don-John Dugas
#P7RW5Q38NIX**

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