

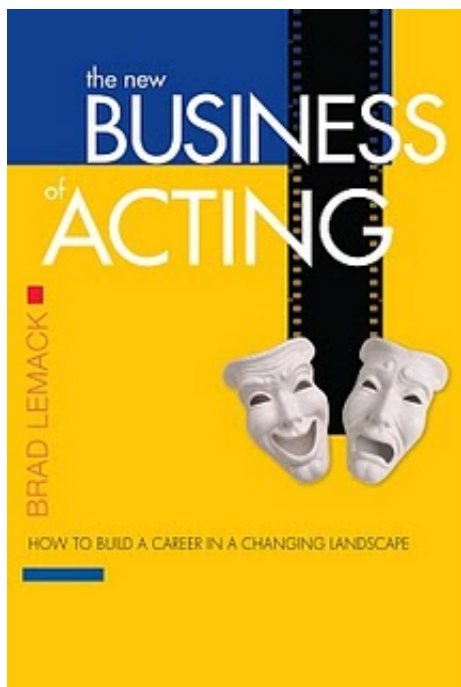
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"I cannot live without books." -- Thomas Jefferson

TUESDAY, OCTOBER 19, 2010

Brad Lemack's The New Business of Acting



THE NEW BUSINESS OF ACTING
How to Build a Career in a Changing Landscape
by BRAD LEMACK
(also visit www.TheBusinessofActing.com):

Actors and other film professionals! Listen up!

Brad Lemack, head of Lemack & Company Talent Management and Public Relations, has written, after eight years, a follow up to his successful show business advice book, The Business of Acting, called The New Business of Acting. The industry is constantly changing and many rules from yesterday have been thrown out and if you are not up on the latest and greatest, you risk being out of touch and therefore, not someone others would chance

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working with.

The biggest mistake actors make is thinking that developing their talent is enough and that the world will find him or her. This is not the case, but don't despair. As an actor, you are also running a business, and to prevent your talent from dying on the vine, you need to put on your business hat.

Brad Lemack has written the perfect book where you can easily gain the information you need to get ahead. The New Business of Acting forearms you with the necessary knowledge, like the nuts of bolts: the difference between agents and managers, joining unions, and self-submitting, to the more philosophical:

"How you perceive others and how others perceive you can significantly stand in the way of your career or significantly help move it along."

"Turn every audition situation into a big win by giving a great audition and, in the process, making a great impression so that that casting director will be more likely to bring you in for other roles..."

"Remember, it is not the best actor who gets the job; it is the *right* actor who gets the part."

POSTED BY ASTRID AT 5:33 PM

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