



Museum Marketing

Ruth Rentschler, Anne-Marie Hede

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Museums have moved from a product to a marketing focus within the last ten years. This has entailed a painful reorientation of approaches to understanding visitors as 'customers'; new ways of fundraising and sponsorship as government funding decreases; and grappling with using the internet for marketing. This book brings the latest in marketing thinking to bear on the museum sector taking into account both the commercial issues and social mission it involves. Carefully structured to be highly accessible the book offers:

* A contemporary and relevant and global approach to museum marketing written by authors in Britain, Australia, the United States, and Asia

* An approach that reflects the particular challenges museums of varying sizes face when seeking to market an experience to a diverse set of stakeholders:

audience; funders; sponsors and government.

* A particular focus on museum marketing in the 'Information Age'

* Major case studies at the beginning and end of each section of the book, and smaller case studies within chapters

The hugely experienced author team, includes both leading academics and practitioners to ensure the book has broad appeal and is both relevant, innovative and progressive in approach. It will be essential reading for students in museum studies, non-profit marketing, and arts management and marketing. It will also be equally relevant for professionals working in and managing museums and galleries, heritage attractions and ministries of arts.

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Marina Rutt:

The knowledge that you get from Museum Marketing could be the more deep you digging the information that hide into the words the more you get thinking about reading it. It doesn't mean that this book is hard to recognise but Museum Marketing giving you enjoyment feeling of reading. The article writer conveys their point in certain way that can be understood by means of anyone who read it because the author of this publication is well-known enough. This book also makes your own vocabulary increase well. Making it easy to understand then can go with you, both in printed or e-book style are available. We propose you for having this Museum Marketing instantly.

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Hector Hartung:

Spent a free the perfect time to be fun activity to complete! A lot of people spent their spare time with their family, or their own friends. Usually they performing activity like watching television, going to beach, or picnic inside park. They actually doing ditto every week. Do you feel it? Do you wish to something different to fill your personal free time/ holiday? Could possibly be reading a book is usually option to fill your cost-free time/ holiday. The first thing you will ask may be what kinds of guide that you should read. If you want to consider look for book, may be the book untitled Museum Marketing can be great book to read. May be it is usually best activity to you.

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