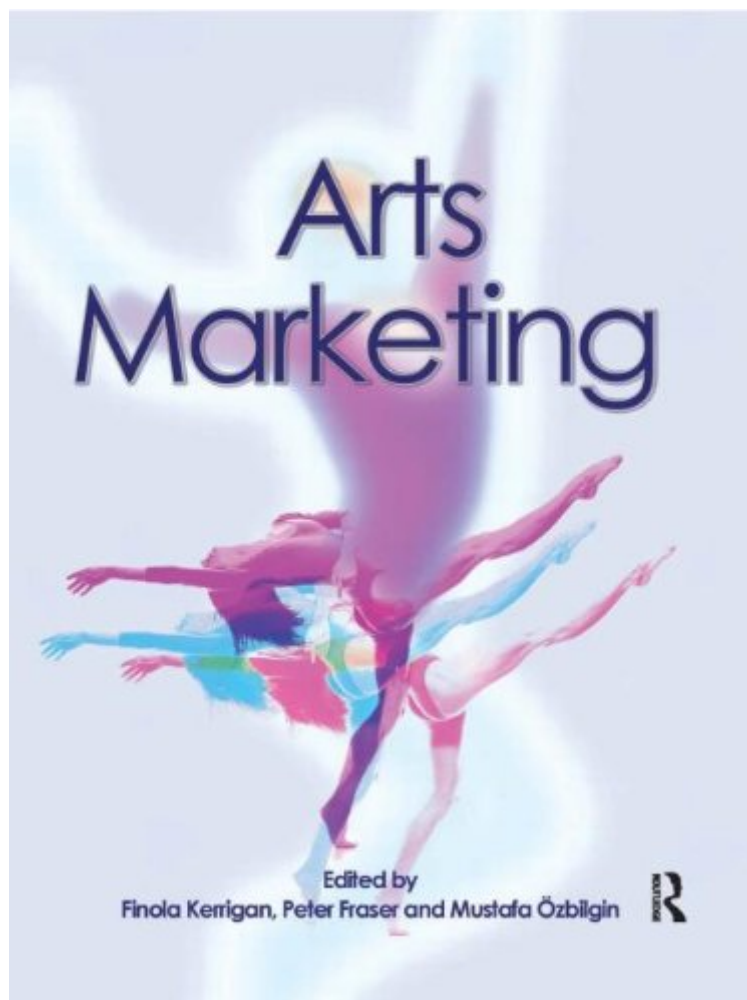



Arts Marketing PDF



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Arts Marketing by Finola Kerrigan, Peter Fraser, Mustafa Ozbilgin ISBN 0750659688

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Although primarily focusing on the UK market, the subject has global relevance and appeal, and policy is evaluated on national, European and supranational levels. Specialist topics dealt with range from the marketing of the theatre, opera, and museums, through to the film industry and popular music.

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