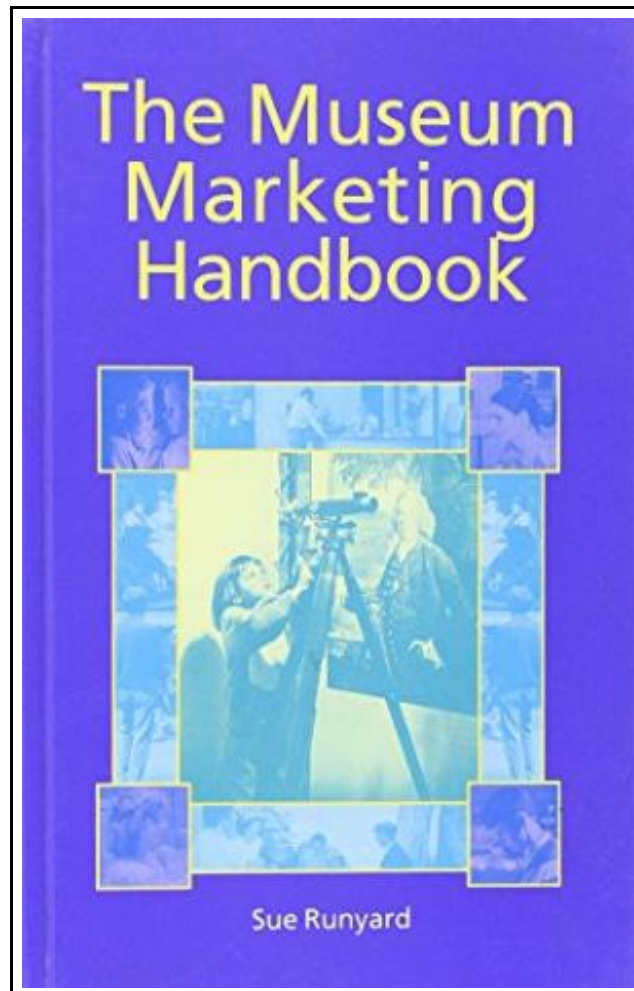


The Museum Marketing Handbook



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Reviews

Very good e-book and helpful one. It is among the most awesome publication we have read. Its been developed in an remarkably simple way in fact it is simply right after i finished reading this book through which basically transformed me, affect the way i really believe.

(Prof. Kacey O'Hara)

THE MUSEUM MARKETING HANDBOOK



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TSO. Paperback. Book Condition: new. BRAND NEW, The Museum Marketing Handbook, Museums & Galleries Commission, Why should museums invest time and resources in developing a marketing strategy when there are so many other demands on their limited budget? The simple answer is that there is evidence that effective marketing assists the survival of the museum. Since 1991 reports from professional bodies have stressed the need for marketing officers within museums and the importance of market research. This practical handbook has been written to help museum staff introduce marketing where there is none, to improve it where it already exists, and to think of ever more creative ways to make it serve museums. The advice given is detailed enough to be genuinely helpful and it is presented in a friendly and accessible style. Case studies focus on museums of different sizes and with varied clientele - but the positive message is common to them all.



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