

1. Record Nr.	UNINA9910337791203321
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Titolo	Cultural Heritage Marketing : A Relationship Marketing Approach to Conservation Services // by Izabella Parowicz
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Pivot, , 2019
ISBN	3-030-00287-X
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (169 pages)
Disciplina	363.69 910.688
Soggetti	Marketing Cultural heritage Management Call centers Personnel management Cultural Heritage Call Center/Customer Service Human Resource Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Introduction -- 2. Bringing Marketing into Heritage Conservation Services -- 3. Characteristics of Heritage Conservation Services -- 4. Customers, Employees and Communication -- 5. Processes and Scenarios -- 6. Summary: Commercial Versus Social Marketing of Heritage Conservation Services.
Sommario/riassunto	Providing an overview of the marketing principles and tools that pertain to the area of heritage conservation services, this book combines research and practice to offer an alternative to the classical transactional marketing approach. Instead, the author argues for the relationship marketing approach, promoted and adopted by the Nordic School of Service Marketing. Offering a startlingly rare, but logical and practical marketing approach, this book also provides food for thought for academics dealing with managerial and marketing aspects in the field of cultural heritage and cultural heritage services.

