

1. Record Nr.	UNINA9910456741403321
Autore	Wallace Margot A. <1941->
Titolo	Consumer research for museum marketers [[electronic resource]] : audience insights money can't buy / / Margot A. Wallace
Pubbl/distr/stampa	Lanham, Md., : AltaMira Press, c2010
ISBN	1-282-47960-1 9786612479601 0-7591-1810-8
Descrizione fisica	1 online resource (187 p.)
Disciplina	069/.068
Soggetti	Museums - Management Museums - Marketing Museums - Public relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Introduction: Observational Research versus the Other Researches; Chapter 1. Methodology; Chapter 2. The Hand-Holders: Connecting to Your Museum; Chapter 3. Twitching on the Tour; Chapter 4. Sitting Down; Chapter 5. Turning Right; Chapter 6. Dress Code; Chapter 7. Museumgoers Don't Get Fat: Tribal Marketing; Chapter 8. Men: A New Market Segment; Chapter 9. Lunchtime Stories; Chapter 10. Taking Photos; Chapter 11. Early Birds; Chapter 12. Shopping for Memories; Chapter 13. Handheld Children: The New Demographic; Chapter 14. Long Lines and Smiles; Chapter 15. Queue-Less in the Lobby Chapter 16. Frail and Hardy Chapter 17. What the Guards See; Chapter 18. The Folks from Kazakhstan and Other Global Changes; Chapter 19. Shout Out for the Library; Chapter 20. Insights and the Performing Arts; Chapter 21. Velcroed at the Ticket Window; Chapter 22. The Upside of Intermission; Epilogue; Bibliography; Index; About the Author
Sommario/riassunto	Consumer Research for Museum Marketers creatively instructs museum staff on how to study their visitors to make their museums, exhibits, and programs more appealing for all segments of the public. The

author's approach explains how all museum personnel can participate in valuable consumer research without breaking the bank on expensive studies.
