

1. Record Nr.	UNINA9910789538403321
Autore	French Ylva
Titolo	Marketing and public relations for museums, galleries, cultural and heritage attractions / / Ylva French, Sue Runyard
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2011
ISBN	1-136-70231-8 1-283-16300-4 1-136-70232-6 9786613163004 0-203-81375-8
Edizione	[First edition.]
Descrizione fisica	1 online resource (xviii, 365 pages) : illustrations
Altri autori (Persone)	RunyardSue
Disciplina	069/.068
Soggetti	Museums - Marketing Museums - Public relations Arts - Marketing Arts - Public relations Cultural property - Marketing Cultural property - Public relations
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	pt. 1. Marketing and PR principles for the twenty-first century -- pt. 2. From theory into practice -- pt. 3. Research and resources.
Sommario/riassunto	Visitors to museums, galleries, heritage sites and other not for profit attractions receive their information in changing ways. Communications channels are shifting and developing all the time, presenting new challenges to cultural PR and Marketing teams. Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions, as well as providing some of the theory of marketing, provides the latest available case studies coupled with comments and advice from professionals inside and outside the cultural sector to describe the possibilities and outline strategies.