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Edizione	[Second edition.]
Descrizione fisica	1 online resource (341 pages) : colour illustrations, photographs
Disciplina	069.068
Soggetti	Museums - United States - Management Museums - Public relations - United States Business names - United States Branding (Marketing) - United States Museum attendance - United States
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Exhibitions -- Tours -- Building -- Events -- Membership and fundraising -- Education -- Board and volunteers -- Marketing -- Partnerships -- Finding your brand -- Public relations -- Social media and beyond -- Email -- Lobby -- Store -- Cafe -- Publications -- Academic museums -- Databases.
Sommario/riassunto	Branding a museum helps it stand out from the crowd by giving it an image and personality with which visitors and supporters can identify, increasing their emotional attachment and encouraging them to return. In Museum Branding, Wallace offers clear, practical advice on how to brand a museum department-by-department, step by step. By highlighting case studies from museums of every type and size, she emphasizes that brains, not budget, create a successful branding effort. This new edition is heavily updated to reflect digital branding from start-to-finish and features three entirely new chapter