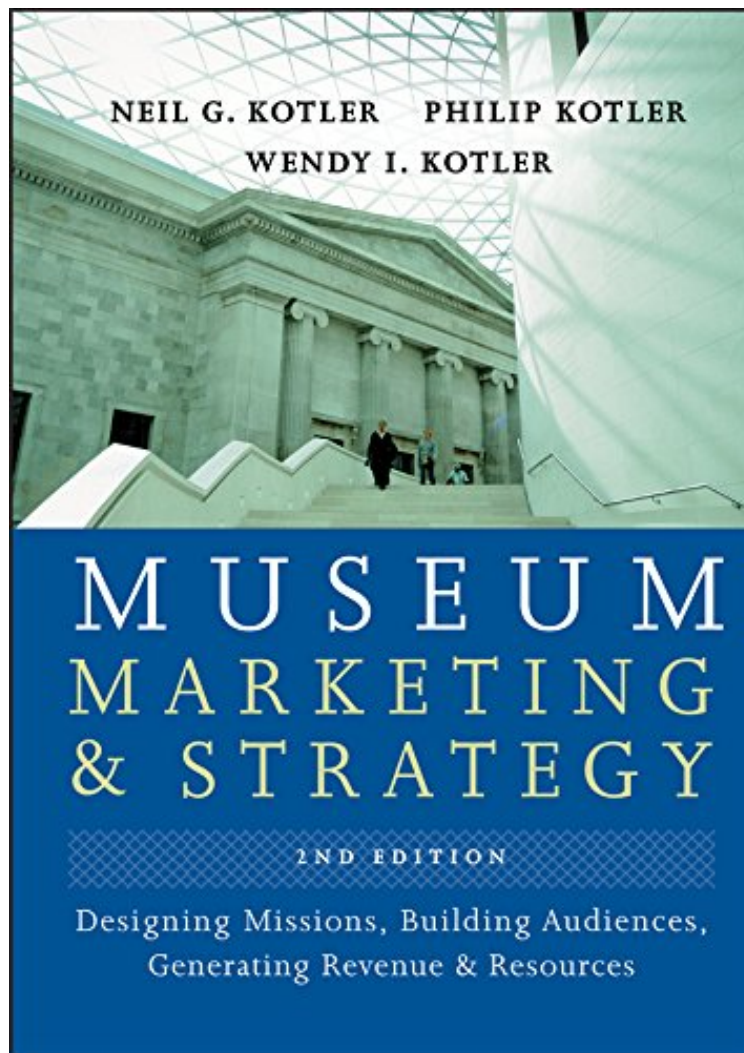


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## Museum Marketing and Strategy: Designing Missions, Building Audiences, Generating Revenue and Resources

*Neil G. Kotler, Philip Kotler, Wendy I. Kotler*  
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Neil G. Kotler, Philip Kotler, Wendy I. Kotler : Museum Marketing and Strategy: Designing Missions, Building Audiences, Generating Revenue and Resources before purchasing it in order to gauge whether or not it would be worth my time, and all praised Museum Marketing and Strategy: Designing Missions, Building Audiences, Generating Revenue and Resources:

This newly revised and updated edition of the classic resource on museum marketing and strategy provides a proven

framework for examining marketing and strategic goals in relation to a museum's mission, resources, opportunities, and challenges. Museum Marketing and Strategy examines the full range of marketing techniques and includes the most current information on positioning, branding, and e-marketing. The book addresses the issues of most importance to the museum community and shows how to Define the exchange process between a museum's offerings and consumer value Differentiate a museum and communicate its unique value in a competitive marketplace Find, create, and retain consumers and convert visitors to members and members to volunteers and donors Plan strategically and maximize marketing's value Achieve financial stability Develop a consumer-centered museum