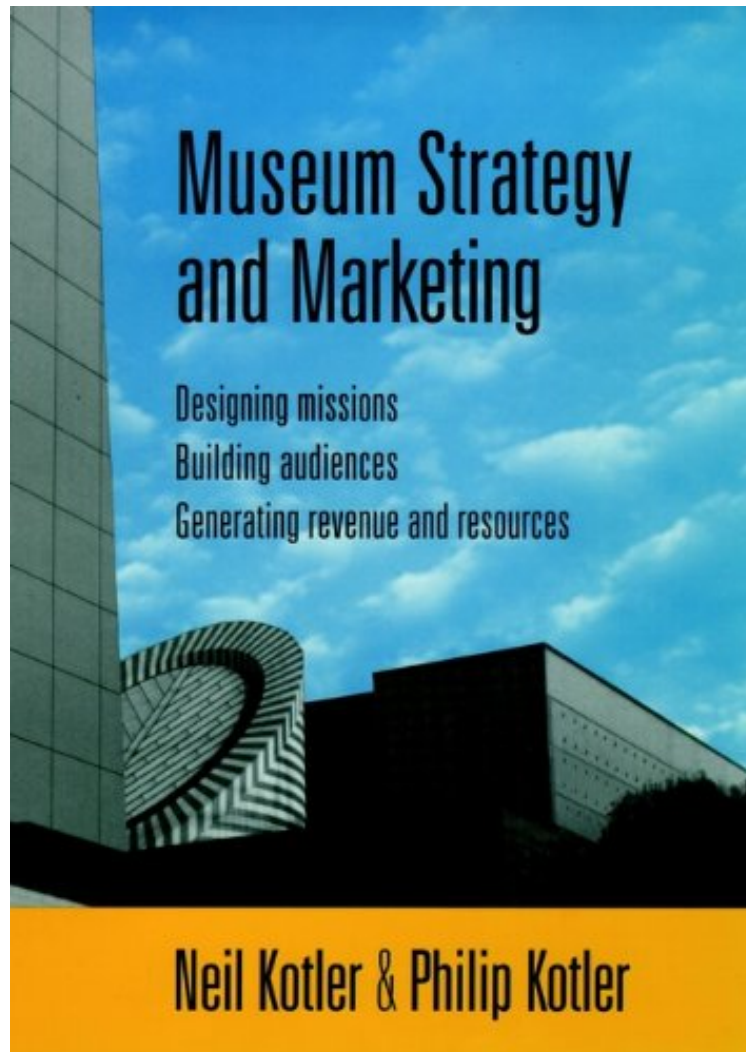


(Ebook free) Museum Strategy and Marketing: Designing Missions, Building Audiences, Generating Revenue and Resources (Jossey-Bass Nonprofit Public Management Series)

Museum Strategy and Marketing: Designing Missions, Building Audiences, Generating Revenue and Resources (Jossey-Bass Nonprofit Public Management Series)

Neil G. Kotler, Philip Kotler

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Neil G. Kotler, Philip Kotler : Museum Strategy and Marketing: Designing Missions, Building Audiences, Generating Revenue and Resources (Jossey-Bass Nonprofit Public Management Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Museum Strategy and Marketing: Designing Missions, Building Audiences, Generating Revenue and Resources (Jossey-Bass Nonprofit Public Management Series):

0 of 0 people found the following review helpful. the bible of museum marketingBy mchthis really is the bible of

museum marketing...now in a new edition with sections on social media. So everyone who works in membership, visitor services, or actual marketing ought to have this on their desk shelf. That said, tailors should stick to their last. I am a fundraiser, and I found the sections on fundraising and capital campaigns distinctly un-even....hence the 4 stars. There are much better books on museum fund raising. Still, worth the price for the sections where Kotler is and has always been strong. he really has defined the field for museum marketing.3 of 3 people found the following review helpful. Curator: Spice Up Your Boring Museum with Kotler!By Tony D'AndreaAt the intersection of marketing strategy and museum administration, this is an absolutely necessary reading for any serious museum decision-maker. Neil and Philip Kotler are world-class marketing experts, who have been cultivating a parallel interest in non-for-profit organizations since the 1970s. This book is very useful, elaborating on each stage of the development of marketing strategy, with excellent examples and case-studies which provide a practical perspective on marketing tools applied on museums. The book is, at least, very insightful. Highly recommended.39 of 40 people found the following review helpful. Modern Museum MarketingBy N. PetitAn up-to-date compendium of marketing analysis and techniques for all flavors of museum. This book includes detailed marketing strategies to find the visitor, determine their wants and meet those desires. All aspects of museum work is presented: fund raising, exhibit development, collection policy, staff development, etc. We have used the guidance of this book to frame future expansion of the Minnesota Transportation Museum in St. Paul, MN.Includes detailed charts to develop mission statements, arketing plans, interview visitors, develop advertising, perform continuing assessment of the museum.

Museum Strategy and Marketing is the most comprehensive and level-headed presentation of its subject I have come across. The authors are sophisticated marketers who really understand the differences between market-driven businesses and mission-driven museums. The book is not about selling widgets; it's about building museum audiences and strengthening institutions. - Robert P. Bergman, director, The Cleveland Museum of Art In a long-awaited answer of one of museum's most pressing challenges, Neil Kotler and Philip Kotler draw on unmatched expertise and experience to reveal how museums can build revenue, audiences, and resources while maintaining and advancing mission. In this first and only guide to planning strategy and marketing for museums, they offer an in-depth, hands-on guide to developing successful museums. The authors explain the strategic relationship between missions, audience and funding--and how managing this relationship is vital for a successful museum--and reveal how marketing tools can be used to grow healthy, vibrant museums. The book's encyclopedic approach--covers everything museum managers need to know--from strategic planning and budgeting to advertising, media relations, and fundraising--providing them with the tools to create and nurture a thriving museum.

"This book is both a resource for and a challenge to the museum profession. Its clear and objective treatment of strategy and marketing should help not-for-profits compete more effectively while its recognition of the primacy of museums' permanent collections both respects and helps clarify the essential ways in which our missions must inform our management." -James N. Wood, director and president, The Art Institute of Chicago "A must read for every Museum Director, Executive and Trustee. Marketing orientation and strategy are key to the survival and growth of any museum. this book provides the needed blueprint." -Jerry Yoram Wind, The Lauder Professor and professor of Marketing, The Wharton School, Trustee, The Philadelphia Museum of Art "Museum Strategy and Marketing is the most comprehensive and level-headed presentation of its subject I have come across. The authors are sophisticated marketers who really understand the differences between market-driven businesses and mission-driven museums. The book is not about selling widgets; it's about building museum audiences and strengthening institutions." -Robert P. Bergman, director, The Cleveland Museum of Art "Neil and Philip Kotler have written a brilliant and comprehensive textbook for serious, entrepreneurial museum professionals who must plot a course for the new millennium. This scholarly and highly readable book will teach the most experienced leaders how to reach the elusive 'next level' of performance. I learned so much from Museum Strategy and Marketing that I consider it required reading for all zoo and aquarium managers in pursuit of excellence." -Terry Maple, president-elect, American Zoo and Aquarium Association "This comprehensive volume offers a primer for planners, a tool for marketers, and insights for trustees; it is a guide for building audiences, attracting doors, and enhancing the 'museum experience' for all constituencies." - Stephen A. Greyser, Richard P. Chapman Professor (Marketing and Communications), Harvard Business School and marketing committee chair, Museum of Fine Arts, Boston "Nothing can be more critical to the future of any museum than a well designed mission and a marketing program that will build audience and generate revenues. The Kotlers have provided museum trustees and managements with an insightful and practical guide to the most essential aspects to assure success." -Harold M. Williams, President Emeritus of the J. Paul Getty Trust "Museum Strategy and Marketing isn't the new jargon. It's a new set of probing questions about museum purpose, structure and operations by authors in touch with both museum realities and business school approaches. Museum boards and directors will be interested in Museum Strategy and Marketing because Neil and Philip Kotler raise questions that they should be asking." -Philip M. Nowlen, assistant executive vice chancellor, University of California, Irvine "The Kotler brothers have brought together the best of current museum strategic planning and marketing theory and practice in a book that

will stimulate readers to begin working toward making their own institutions more successful in the marketplace" -G. Donald Adams, director of marketing at the Automotive Hall of Fame "Museum Strategy and Marketing offers excellent models, pertinent advice, and a wealth of useful strategies from experienced, articulate professionals. Museum professionals in institutions of various types and sizes will find this extensive manual an aid and even an inspiration." -Robert R. Archibald, Ph.D., president of Missouri Historical Society "Museum Strategy and Marketing is a fascinating blend of real world experience in managing museums and classic business theory. The book offers thought-provoking models for both museum professionals and volunteer leadership." -David Mosena, president and CEO, Museum of Science and Industry, Chicago

From the Inside Flap

Competition, more programs, limited resources, building a wider audience, generating earned income, renewing exhibits and galleries, capturing the enthusiasm of young people, building collaborations?these are challenges facing today's museums, history and science centers, zoos and botanical gardens. Museum Strategy and Marketing, the first comprehensive guide to strategic planning and marketing for museums, provides a framework for future action in tackling these and other issues. In this long awaited answer of one of museums' most pressing challenges, Neil Kotler and Philip Kotler reveal how museums can build revenue, audiences, and resources while maintaining and advancing mission. Rather than seeing marketing as at odds with mission, the authors explain the strategic relationship between missions, audience and funding?and how managing this relationship is vital for a successful museum. They offer marketing tools as instruments that museum professionals can use to shape and reach their own goals, to achieve higher quality and broader support, and build healthy, vibrant museums. The book offers a variety of methods and tools for coping with fast-changing conditions: pricing, promotion and communication, offsite distribution of programs, building a brand image, audience research, service marketing, new product development, organizational self-assessment, and marketing audits. Its encyclopedic approach gives museum managers tools for everything from strategic planning and budgeting to advertising, media relations, and fundraising?providing them with the tools to create and nurture a thriving museum.

From the Back Cover

Competition, more programs, limited resources, building a wider audience, generating earned income, renewing exhibits and galleries, capturing the enthusiasm of young people, building collaborations-these are challenges facing today's museums, history and science centers, zoos and botanical gardens. Museum Strategy and Marketing, the first comprehensive guide to strategic planning and marketing for museums, provides a framework for future action in tackling these and other issues. In this long awaited answer of one of museums' most pressing challenges, Neil Kotler and Philip Kotler reveal how museums can build revenue, audiences, and resources while maintaining and advancing mission. Rather than seeing marketing as at odds with mission, the authors explain the strategic relationship between missions, audience and funding-and how managing this relationship is vital for a successful museum. They offer marketing tools as instruments that museum professionals can use to shape and reach their own goals, to achieve higher quality and broader support, and build healthy, vibrant museums. The book offers a variety of methods and tools for coping with fast-changing conditions: pricing, promotion and communication, offsite distribution of programs, building a brand image, audience research, service marketing, new product development, organizational self-assessment, and marketing audits. Its encyclopedic approach gives museum managers tools for everything from strategic planning and budgeting to advertising, media relations, and fundraising-providing them with the tools to create and nurture a thriving museum.