



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

*Neil G. Kotler, Philip Kotler, Wendy I. Kotler*

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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

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