



Marketing the Museum (Heritage: Care-Preservation-Management)

By Fiona Mclean

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Marketing the Museum is the ideal guide to the ways in which museums can overcome the numerous hurdles on the route to truly achieving a marketing orientation.

The history of the museum is one of shifting purposes and changing ideals and this volume asks if it is possible to define the 'product' which the modern museum can offer. This book explores the crucial question: Are the theories of marketing developed for manufactured goods in any way relevant to the experience of visiting a museum?

In covering one of the most highly disputed issues in the field, this book is essential reading for museum professionals, students and anyone who has dealing in the many branches of the heritage industry around the world.

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Marketing the Museum (Heritage: Care-Preservation-Management) By Fiona Mclean Bibliography

- Rank: #607967 in Books
- Brand: Fiona McLean
- Published on: 1997-02-02
- Original language: English
- Number of items: 1
- Dimensions: 9.69" h x .61" w x 6.85" l, 1.22 pounds
- Binding: Paperback
- 268 pages

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Editorial Review

Review

'Fiona McLean's book is particularly welcome since she has achieved a scholarly text, demonstrating clear understanding of the ethos of museums, as well as breadth of knowledge of marketing itself.' - *Heritage Development*

This book should be a resource, not just for museum marketing professionals, but also for museum directors, trustees, politicians and others who have oversight responsibility for museums. - *Museum International*

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