



Marketing Cultural Organisations: New Strategies for Attracting Audiences to Classical Music, Dance, Museums, Theatre and Opera

Bonita M. Kolb

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Cultural organizations have long been protected from the harsh realities of the marketplace by relying on wealthy patrons or public subsidies. But as these sources of finance become scarcer, they now find that they have to compete for an audience. This book describes the new environment in which cultural organisations now operate and how the more innovative ones are re-thinking their marketing strategies.

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