



# Marketing and Public Relations Handbook for Museums, Galleries, and Heritage Attractions

By Sue Runyard, Ylva French

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This definitive guide describes the role of marketing and effective marketing and public relations techniques any museum or heritage site can utilize.

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- Sales Rank: #3200248 in Books
- Published on: 2000-03-09
- Original language: English
- Number of items: 1
- Dimensions: 8.94" h x .76" w x 6.56" l, 1.09 pounds
- Binding: Paperback
- 304 pages



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## **Editorial Review**

### **Review**

For...a book on this topic to be useful, the authors need to achieve a good balance between explication of conceptual theory and detailed practical advice. *Marketing and Public Relations Handbook for Museums, Galleries and Heritage Attractions* by Sue Runyard and Ylva French maintains such a balance and fills a great need within the museum profession. (Alice Chambers Wygant, Galveston Historical Foundation *The Public Historian*)

The authors of this guide, who both have extensive experience in international heritage-based public relations, have written an impressive and accessible handbook to their profession. They combine statistical research, case studies, and their own experiences to produce the field's most credible text....[They] intend *Marketing & Public Relations Handbook* to be used as a blueprint from which any museum can build its marketing and/or public relations department(s) from scratch. However, the book's thematic organization lends itself to be used as a quick reference guide as well....It should rest?dog-eared from careful reading?on the shelf of every museum director's office..... (Kevin E. Manzel, (The History Factory) *The Historian*)

Runyard and French have produced a solid handbook on museum marketing and public relations, providing the tools and techniques to be applied and the lessons to be learned from a variety of museum situations. *Marketing and Public Relations Handbook* will help a museum focus its energies on its audience as well as on staff and collections, the first step in competing successfully in the marketplace. (Neil G. Kotler *Museum News*)

The authors of this guide, who both have extensive experience in international heritage-based public relations, have written an impressive and accessible handbook to their profession. They combine statistical research, case studies, and their own experiences to produce the field's most credible text....[They] intend *Marketing & Public Relations Handbook* to be used as a blueprint from which any museum can build its marketing and/or public relations department(s) from scratch. However, the book's thematic organization lends itself to be used as a quick reference guide as well....It should rest?dog-eared from careful reading?on the shelf of every museum director's office.... (Kevin E. Manzel, (The History Factory) *The Historian*)

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#### **Jim Weigel:**

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**Joseph McNeal:**

Why? Because this Marketing and Public Relations Handbook for Museums, Galleries, and Heritage Attractions is an ordinary book that the inside of the reserve waiting for you to snap that but latter it will jolt you with the secret the item inside. Reading this book next to it was fantastic author who write the book in such remarkable way makes the content interior easier to understand, entertaining way but still convey the meaning totally. So , it is good for you for not hesitating having this ever again or you going to regret it. This excellent book will give you a lot of gains than the other book have such as help improving your expertise and your critical thinking technique. So , still want to hesitate having that book? If I had been you I will go to the reserve store hurriedly.

**Mary Sylvester:**

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