



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

Neil G. Kotler

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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.

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