

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

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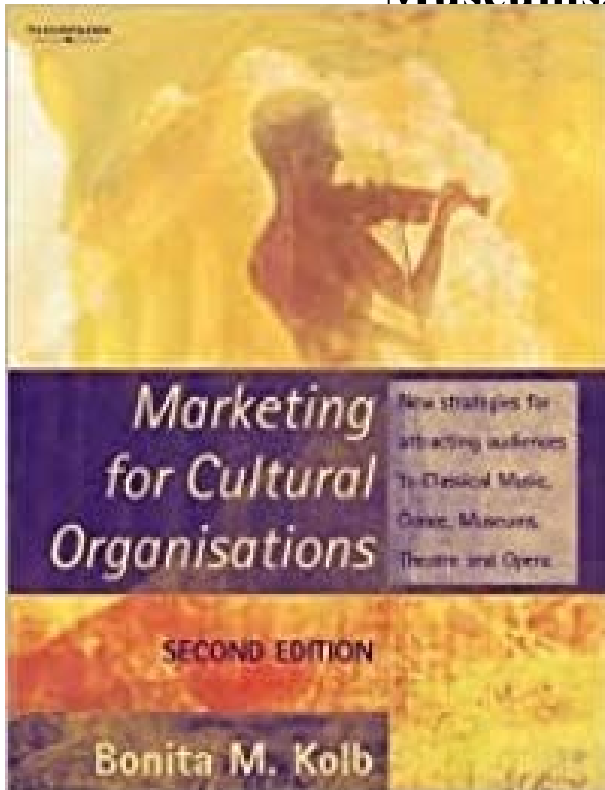
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Cultural organisations have long been protected from the harsh realities of the marketplace by relying on wealthy patrons or public subsidies. But as these sources of finance become more scarce they now find that they have to compete for an audience. This book describes the new competitive environment in which cultural organisations now operate.