



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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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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