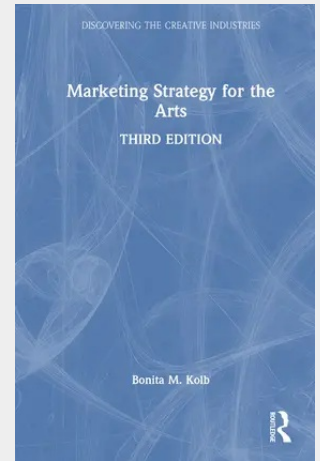


Marketing Strategy for the Arts

Marketing Strategy for the Arts, Third Edition, is targeted at students in higher education who plan on working in a creative industry or a cultural organization. Because such companies are talent- or values-driven, marketing must present a brand image that focuses equally on the producer and the product. The strategy for such a company must not only consider market opportunities, but it must also consider the mission and values of the organization. Aimed at students with little or no prior marketing knowledge, this book outlines a step-by-step framework for effective product marketing. This book will bring together information on strategic planning, market research, goal setting, marketing theory, and developing and communicating the competitive advantage and brand image. After reading this third edition, students will be able to construct a strategic marketing plan based on meeting specific organizational goals. Their plan will include detailed objectives and tactics to achieve the strategic vision. This third edition includes additional coverage on how technology and artificial intelligence (AI) have affected strategy; value creation in a time of rising costs; the need for strategic flexibility due to rapidly changing external conditions; and the use of social media data and sentiment to assess consumer behavior and desires.

**179,50 €**

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