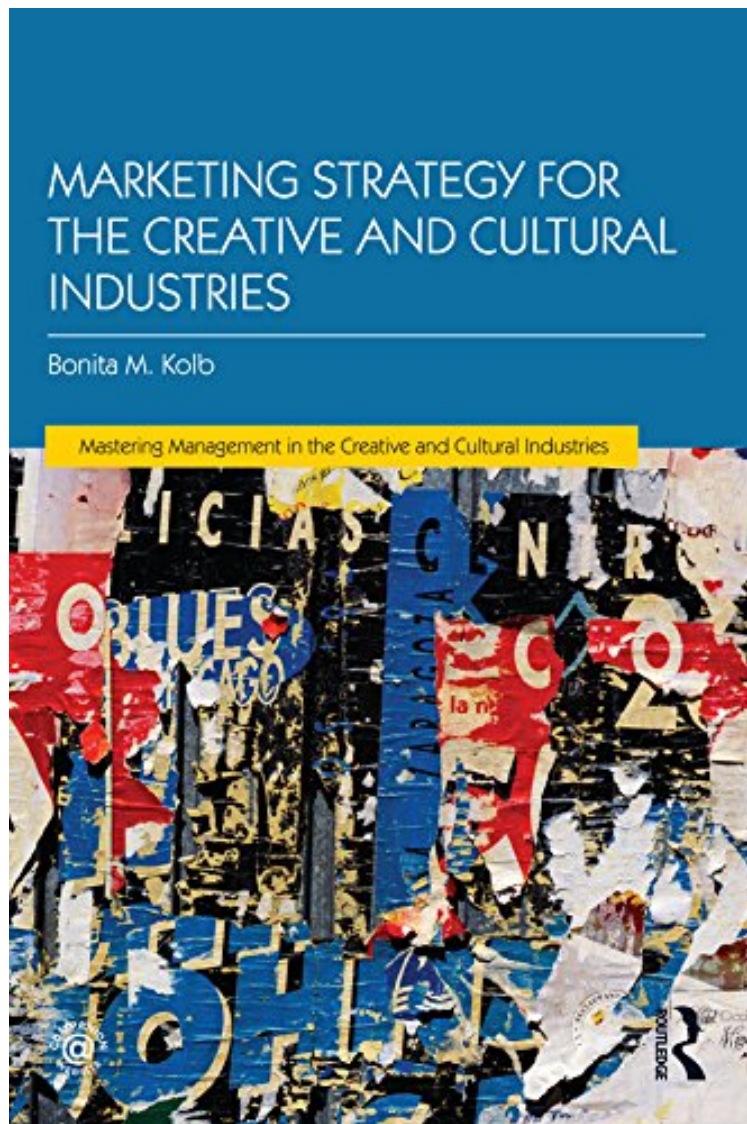


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## Marketing Strategy for Creative and Cultural Industries (Mastering Management in the Creative and Cultural Industries)

*Bonita M. Kolb*

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Successful marketing strategies are a vital aspect of any business. This textbook provides students and potential managers in the creative industries with a solid grounding in how to maximize the impact of their marketing efforts across a range of business types in the creative and cultural industries. With a range of learning exercises and real-life examples, this text shows how to create and execute successful marketing plans for creative businesses and is useful for marketing students and practitioners.

'Dr. Kolb has lead the development of educational tools to support the cultural and creative industries. This book is essential reading for the classroom, as well as for incubators and entrepreneurs. It puts marketing strategy at the center stage of any successful venture in the CCI and provides a precise roadmap to achieve it.' - Javier Hernaacute;ndez-Acosta, Professor, Universidad del Sagrado Corazoacute;n and Consultant for cultural and creative industries, Puerto Rico. 'Up to date, excellent and timely, this text uniquely addresses the development of marketing plans for companies from within the creative and cultural sector. The book is full of teaching aids with a structure to encourage integrated practice and theoretical learning. I strongly recommend this book for all students in the field of creative business.' - Paul M.W. Hackett, Faculty, Emerson College, USA and Academic Visitor, Oxford University, UK 'The field of arts marketing is a hugely important area for constructing knowledge about the arts. With this practical guide to understanding the application of marketing in the arts, Bonita Kolb makes a significant contribution to this field.' - nbsp;Peter Zackariasson, Associate Professor, University of Gothenburg, SwedenAbout the AuthorBonita M. Kolb is Associate Professor of Business Administration at Lycoming College, USA