

Consumer Research for Museum Marketers: Audience Insights Money Can't Buy

Margot A. Wallace



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Consumer Research for Museum Marketers: Audience Insights Money Can't Buy Margot A. Wallace Consumer Research for Museum Marketers creatively instructs museum staff on how to study their visitors to make their museums, exhibits, and programs more appealing for all segments of the public. The author's approach explains how all museum personnel can participate in valuable consumer research without breaking the bank on expensive studies.

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