



Izabella Parowicz

# Cultural Heritage Marketing

A Relationship Marketing Approach to Conservation Services

- **Begins with a discussion on the applicability of marketing in the area of heritage conservation**
- **Seeks to identify the behavioral traits of those involved in the heritage conservation service, to better understand the social aspects of marketing**
- **Outlines how heritage conservation services can be designed and optimised from an organisational perspective**

Providing an overview of the marketing principles and tools that pertain to the area of heritage conservation services, this book combines research and practice to offer an alternative to the classical transactional marketing approach. Instead, the author argues for the relationship marketing approach, promoted and adopted by the Nordic School of Service Marketing. Offering a startlingly rare, but logical and practical marketing approach, this book also provides food for thought for academics dealing with managerial and marketing aspects in the field of cultural heritage and cultural heritage services.

1st ed. 2019, X, 156 p. 11 illus.

## Printed book

Hardcover

54,99 € | £49.99 | \$69.99

<sup>[1]</sup>58,84 € (D) | 60,49 € (A) | CHF

60,50

## eBook

44,02 € | £39.99 | \$54.99

<sup>[2]</sup>44,02 € (D) | 44,02 € (A) | CHF

48,00

Available from your library or  
[springer.com/shop](http://springer.com/shop)

## MyCopy <sup>[3]</sup>

Printed eBook for just

€ | \$ 24.99

[springer.com/mycopy](http://springer.com/mycopy)

Lifelong 40% discount for authors



Order online at [springer.com](http://springer.com) / or for the Americas call (toll free) 1-800-SPRINGER / or email us at: [customerservice@springernature.com](mailto:customerservice@springernature.com). / For outside the Americas call +49 (0) 6221-345-4301 / or email us at: [customerservice@springernature.com](mailto:customerservice@springernature.com).

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with [1] include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with [2] include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted. [3] No discount for MyCopy.