



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.

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