

ST: H - Arts Marketing

[View Online](#)

1

Andreasen, Alan R., Kotler, Philip. Strategic marketing for nonprofit organizations. 7th international ed. Upper Saddle River, N.J.: : Pearson Prentice Hall 2008.

2

Berridge, Graham. Events design and experience. 1st ed. Burlington, MA: : Butterworth-Heinemann 2007.
<https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=284014#>

3

Berridge, Graham. Events design and experience. Amsterdam: : Butterworth-Heinemann 2007.

4

Colbert,
Franc

ois, Nantel, Jacques, Bilodeau, Suzanne, et al. Marketing culture and the arts. 2nd ed. Montreal: : Presses HEC 2001.

5

Gabriel Y, Lang T. The unmanageable consumer. Third edition. Los Angeles: : SAGE 2015.

6

Gibson, Chris, Connell, John. Festival places: revitalising rural Australia. Bristol: : Channel View 2011.

7

Hesmondhalgh, David. The cultural industries. London: : Sage 2002.

8

Hill, Elizabeth, O'Sullivan, Catherine, O'Sullivan, Terry. Creative arts marketing. 2nd ed. Oxford: : Butterworth Heinemann 2003.

9

Hughes, Howard L. Arts, entertainment and tourism. Oxford: : Butterworth Heinemann 2000.

10

Hutchison TW, Macy A, Allen P. Record label marketing. Burlington, MA: : Focal Press 2006.
<https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=293518>

11

Kerrigan, Finola, Fraser, Peter,

O

..

zbilgin, Mustafa. Arts marketing. Oxford: : Elsevier ;_Butterworth-Heinemann 2004.

12

Kerrigan, Finola. Film marketing. 1st ed. Amsterdam: : Elsevier/Butterworth-Heinemann 2010.

<http://lib.myilibrary.com?id=230909&entityid=https://idp.bournemouth.ac.uk/oala/metadata>

13

Kolb, Bonita M. Marketing cultural organisations: new strategies for attracting audiences to classical music, dance, museums, theatre and opera. Dublin: : Oak Tree 2000.

14

Kolb, Bonita M. Marketing research for non-profit, community and creative organizations: how to improve your product, find customers and effectively promote your message. Oxford: : Butterworth Heinemann 2008.

15

Kolb, Bonita M. Marketing research for non-profit, community and creative organizations: how to improve your product, find customers and effectively promote your message. 1st ed. Amsterdam: : Butterworth-Heinemann/Elsevier 2008.

<https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=404716>

16

Kotler, Philip, Scheff, Joanne. Standing room only: strategies for marketing the performing arts. Boston, Mass: : Harvard Business School Press 1997.

17

O'Reilly, Daragh, Kerrigan, Finola. Marketing the arts: a fresh approach. 1st ed. London: : Routledge 2010.

<http://lib.myilibrary.com?id=258963&entityid=https://idp.bournemouth.ac.uk/oala/metadata>

18

Rentschler, Ruth, Hede, Anne-Marie. Museum marketing: competing in the global marketplace. Amsterdam: : Butterworth Heinemann 2007.

19

Sayre, Shay. Entertainment marketing & communication: selling branded performance, people, and places. Upper Saddle River, N.J.: : Pearson Prentice Hall 2008.

20

Schechner, Richard. Performance studies: an introduction. London: : Routledge 2002.

21

Stevenson, Deborah, Matthews, Amie. Culture and the city: creativity, tourism, leisure. London: : Routledge 2013.

22

Walmsley, Ben. Key issues in the arts and entertainment industry. Woodeaton: : Goodfellow Publishers 2011.
<http://lib.mylibrary.com?id=311378&entityid=https://idp.bournemouth.ac.uk/oala/metadata>

23

Artnet Magazine.

24

Arts research digest.

25

Cultural Studies.

26

Cultural Trends.

27

Current research in film: audiences, economics and law.

28

Five eight: monthly music business insight.

<https://capitadiscovery.co.uk/bournemouth-ac/items/527853?resultsUri=https%3A%2F%2Fcapitadiscovery.co.uk%2Fbournemouth-ac%2Fitems%3Fquery%3DFive%2Beight%253A%2Bmonthly%2Bmusic%2Bbusiness%2Binsight#availability>

29

International Journal of Arts Management.

30

International Journal of Cultural Studies.

31

International journal of education and the arts.

32

International Journal of Nonprofit and Voluntary Sector Marketing.

33

Journal of arts marketing. <https://capitadiscovery.co.uk/bournemouth-ac/items/380354?>

34

Journal of Arts Management, Law and Society.

35

Journal of Broadcasting & Electronic Media.

36

The Journal of Consumer Marketing.

37

Journal of Cultural Economics.

38

Journal of Law and Society.

39

Journal of Marketing Managment.

40

Journal of Popular Culture.

41

Journal of Services Marketing.

42

Leisure Studies.

43

Locum Destination Consulting Ltd. Locum destination review.
<https://capitadiscovery.co.uk/bournemouth-ac/items/312600?>

44

Managing leisure.

45

Media, Culture and Society.

46

Poetics.

47

Revolution.

48

Screen digest.

<https://capitadiscovery.co.uk/bournemouth-ac/items/270817?resultsUri=https%3A%2F%2Fcapitadiscovery.co.uk%2Fbournemouth-ac%2Fitems%3Fquery%3Dscreen%2Bdigest#availability>

49

The Stage.

<https://search.ebscohost.com/login.aspx?authtype=ip,shib&custid=s7547708&direct=true&db=edspub&AN=edp139157&site=eds-live&scope=site>

50

The International Journal on Media Management : JMM.

51

Arts Council England : Welcome.

52

Arts & Business - Home.

53

ArtsMarketing.org.

54

AMA.

55

3g bluetooth headset broadband internet at artsnetworks.net.

56

British Arts Festivals Association.

57

BBC - bbc.co.uk homepage - Home of the BBC on the Internet.

58

BFI | Home.

59

THE BPI.

60

Center for Arts and Culture home page.

61

COMEDIA : Introduction.

62

Centre for Creative Communities.

63

Creative Exchange | The Network for Culture and Development.

64

Department for Culture Media and Sport.

65

dgCommunities.

66

Exchange Magazine - Daily Business and Economic Development News - Cambridge, Kitchener, Waterloo and Area.

67

fuel4arts: Global arts marketing tools & ideas.

68

Institute of Fundraising Online.

69

IPPR - Institute for Public Policy Research.

70

IFPI.

71

Media Trust â Media Trust.

72

EQ : Diversity and Opportunity in Creative Industries - Welcome (metier.org.uk).

73

musicjournal.org.

74

Arts Council. <http://www.artscouncil.org.uk/>

75

Museum 24 Hour - official guide to UK museums, galleries, exhibitions and heritage.

76

National Campaign for the Arts.

77

New Audiences.

78

RIAA -The Recording Industry Association of America.

79

Cultural Enterprise Office (CEO) - Scotland.

80

UK FILM COUNCIL.

81

voluntary arts network.

82

BU Library's Events and Leisure Resources Guide.
<http://libguides.bournemouth.ac.uk/events-leisure>