ST: H - Arts Marketing



[1]

Andreasen, Alan R. and 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., vol. Events management series. Burlington, MA: Butterworth-Heinemann, 2007 [Online]. Available: https://ebookcentral.proguest.com/lib/bournemouth-ebooks/detail.action?docID=284014#

[3]

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

[4]

Colbert, Franc

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

[5]

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

[6]

Gibson, Chris and Connell, John, Festival places: revitalising rural Australia, vol. Tourism and cultural change. Bristol: Channel View, 2011.

[7]

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

[8]

Hill, Elizabeth, O'Sullivan, Catherine, and 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]

T. W. Hutchison, A. Macy, and P. Allen, Record label marketing. Burlington, MA: Focal Press, 2006 [Online]. Available:

https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=293518

[11]

Kerrigan, Finola, Fraser, Peter, and O

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

[12]

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

http://lib.myilibrary.com?id=230909&entityid=https://idp.bournemouth.ac.uk/oala/metada ta

[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 [Online]. Available: https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=404716

[16]

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

[17]

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

http://lib.myilibrary.com?id=258963&entityid=https://idp.bournemouth.ac.uk/oala/metada ta

[18]

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

[19]

,	ST: H - Arts Marketing Bournemouth University
	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 and 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 [Online]. Available: http://lib.myilibrary.com?id=311378&entityid=https://idp.bournemouth.ac.uk/oala/metada ta
	[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' [Online]. Available: https://capitadiscovery.co.uk/bournemouth-ac/items/527853?resultsUri=https%3A%2F%2F capitadiscovery.co.uk%2Fbournemouth-ac%2Fitems%3Fquery%3DFive%2Beight%253A%2 Bmonthly%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' [Online]. Available: https://capitadiscovery.co.uk/bournemouth-ac/items/380354?

[34]

'Journal of Arts Management, Law and Society'.

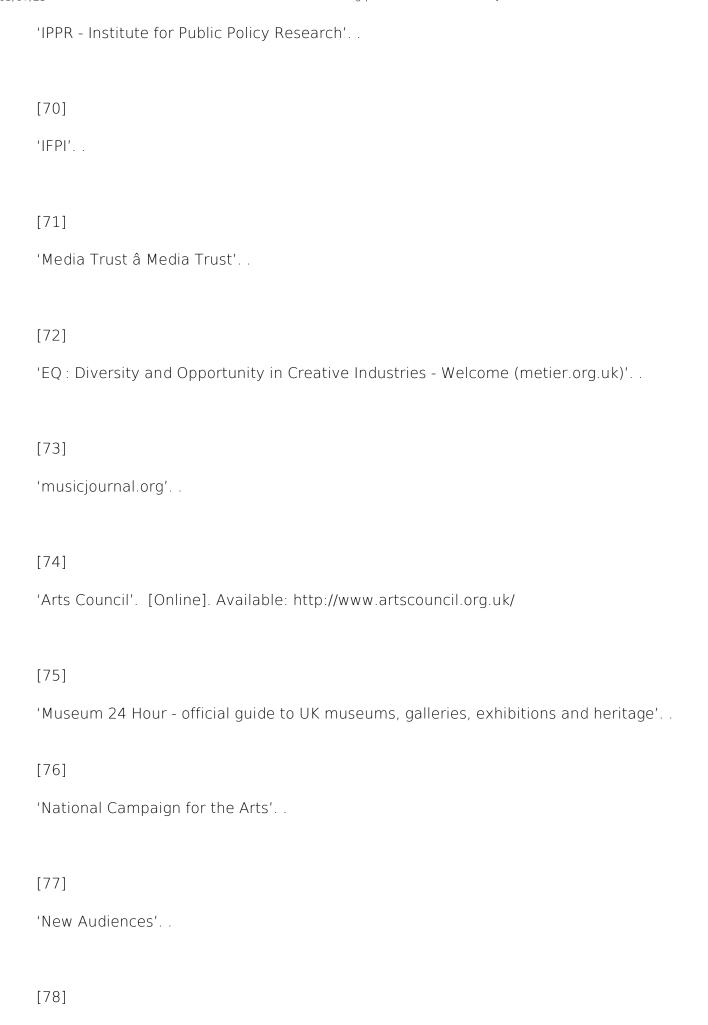
[35]

'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' [Online]. Available: https://capitadiscovery.co.uk/bournemouth-ac/items/312600?

[44]
'Managing leisure'.
[45]
'Media, Culture and Society'.
[46]
'Poetics'.
[47]
'Revolution'.
[48]
'Screen digest' [Online]. Available: 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' [Online]. Available: 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]



'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'. [Online]. Available: