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**Sinopsis**

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Cultural organisations have long been protected from the harsh realities of the marketplace by relying on wealthy patrons or public subsidies. But as these sources of finance become more scarce they now find that they have to compete for an audience. Some have adjusted to this new reality, but many have not. This book describes the new competitive environment in which cultural organisations now operate and how the more innovative ones are re-thinking their marketing strategies. These organizations realise that they are dealing with a new type of cultural consumer - one who is willing to cross the boundary between popular culture and high art but who wants a cultural experience that also entertains. With dozens of examples from the UK, US and elsewhere, this book will be essential reading for those who work in cultural organisations as they struggle to fit into the new marketing environment. It focuses on those aspects of marketing most related to the challenges currently facing cultural organisations, including determining their market segment and the positioning of their cultural product in a crowded marketplace. It will also be ideal for students of arts management or those who hope to work in the cultural industries. The new edition includes a useful chapter focusing on promotion. Each chapter now includes worksheets, which take the reader through the marketing planning process and are an invaluable aid for evaluating the organisations marketing environment and in establishing its strategy for attracting audiences.