

# **Museum Branding: How To Create And Maintain Image, Loyalty, And Support By Margot A. Wallace**

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Oct 31, 2006 9780759109933 Museum branding; how to create and maintain image, loyalty, and support. Wallace, Margot A. AltaMira Press 2006 193 pages

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## **Building a museum brand**

Frank Oppenheimer, from the Exploratorium, David Baker. Brand is the glue that holds together a successful museum, it gives visitors a comfort level and engages audience.

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various state and local organizations were formed for veterans to network and maintain Charity and Loyalty," in Memorial Museum,

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Genre/Form: Electronic books: Additional Physical Format: Print version: Wallace, Margot A. Museum Branding : How to Create and Maintain Image, Loyalty, and Support.

### **Attitudes towards and conceptions of digital**

Digital communication then represents a number of different modes of Wallace, M.A. (2006). Museum Branding: How to create and maintain image, loyalty, and support.

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Loch, M. A. (1999): Brand leverage, in: The Changes in museum Museum Branding: How to Create and Maintain Image, Loyalty, and Support

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Oct 17, 2006 I suggest reading the book "Museum Branding How to create and maintain image, loyalty and support" by Margot Wallace we brand Museums-- say British

## **A new brand world**

The Principles of Cultural Branding - Margot Wallace, Museum branding: how to create and maintain image, loyalty, and support. 2006 Websites:

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Branding a museum helps it stand out from the crowd by giving it an image and personality with which visitors and In Museum Branding, Wallace offers

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## **Margot a. wallace (author of museum branding)**

Margot A. Wallace is the author of Museum Branding published 2006), Museum Branding (4.00 avg rating, 2 ratings, register; tour; Margot A. Wallace s

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## **Kimberlydoctorialportfolio.files.wordpress.com**

Jan 26, 2012 The New Museum: Merging Education, Wallace, Margot A. Museum Branding: How to Create and Maintain Image, Loyalty, and Support.

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She speaks on museum branding and marketing at conferences worldwide. Books by Margot Wallace. Branding: How to Create and Maintain Image, Loyalty, and Support

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