

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

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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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Rapport

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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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