



# Marketing Strategy for Creative and Cultural Industries (Mastering Management in the Creative and Cultural Industries)

*Bonita M. Kolb*

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Successful marketing strategies are a vital aspect of any business. This textbook provides students and potential managers in the creative industries with a solid grounding in how to maximize the impact of their marketing efforts across a range of business types in the creative and cultural industries.

With a range of learning exercises and real-life examples, this text shows how to create and execute successful marketing plans for creative businesses and is useful for marketing students and practitioners.

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