



Museum Branding: How to Create and Maintain Image, Loyalty, and Support

By Margot Wallace



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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 supporters can identify, increasing their emotional attachment and encouraging them to return. In *Museum Branding*, Wallace offers clear, practical advice on how to brand a museum department-by-department, step by step. By highlighting case studies from museums of every type and size, she emphasizes that brains, not budget, create a successful branding effort.

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Editorial Review

Review

"As an academic museum professional with a small staff, I understand all too well the need to wear numerous hats. From program administrator to K-12 educator, many of us in the field can also add marketing and web design to a growing list of job responsibilities. Professor Wallace's publication, *Museum Branding: How to Create and Maintain Image, Loyalty, and Support*, does a masterful job outlining the nuts and bolts of museum branding. Building and maintaining a positive brand identity in our communities is essential to the success of any museum's educational mission." (Craig Hadley, Director/Curator of Exhibitions and University Collections, DePauw University)

About the Author

Margot Wallace is an associate professor of marketing communication at Columbia College of Chicago who teaches courses in branding, marketing and writing, and has researched museum marketing for twelve years.

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