



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

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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