



# Consumer Research for Museum Marketers: Audience Insights Money Can't Buy

*Margot A. Wallace*

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What museum does not want insight into what its visitors and potential visitors are looking for? Nearly every function within the museum benefits from a deeper understanding of visitors: curators, educators, fundraisers, marketers, store and cafe managers, guards, and volunteers. This book creatively instructs museums on how to study visitors to make their exhibits, programs, and shops more appealing for all segments of the public. Each chapter identifies an observed visitor behavior or attitude and details how it can significantly affect attendance, satisfaction, and loyalty. The author's approach explains how all museum personnel can participate in valuable observational research without breaking the bank on expensive studies.



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