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Arts Marketing Insights: The Dynamics of Building and Retaining Performing Arts Audiences Joanne Scheff Bernstein John Wiley & Sons , Jan 19, 2011 - Business & Economics - 320 pages

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Arts Marketing Insights: The Dynamics of Building and Retaining Performing Arts Audiences Joanne Scheff Bernstein , Philip Kotler (Foreword by) ISBN: 978-0-787-97844-0 November 2006 Jossey-Bass 320 Pages

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Library of Congress Cataloging-in-Publication Data Bernstein, Joanne Scheff, date. Arts marketing insights : the dynamics of building and retaining performing arts audiences/Joanne Scheff Bernstein ; foreword by Philip Kotler. p. cm. Includes bibliographical references and index. ISBN-13: 978-0-7879-7844-0 ISBN-10: 0-7879-7844-2 1.

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Arts Marketing Insights: The Dynamics of Building and Retaining Performing Arts Audiences by Joanne Scheff Bernstein. About the Book. Published by Jossey-Bass, an Imprint of Wiley, November 2006; Arts Marketing Insights has been translated into the following languages: Japanese (Eiji Press, 2007) Spanish (D. R. Libraria, SA de CV, Mexico)

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