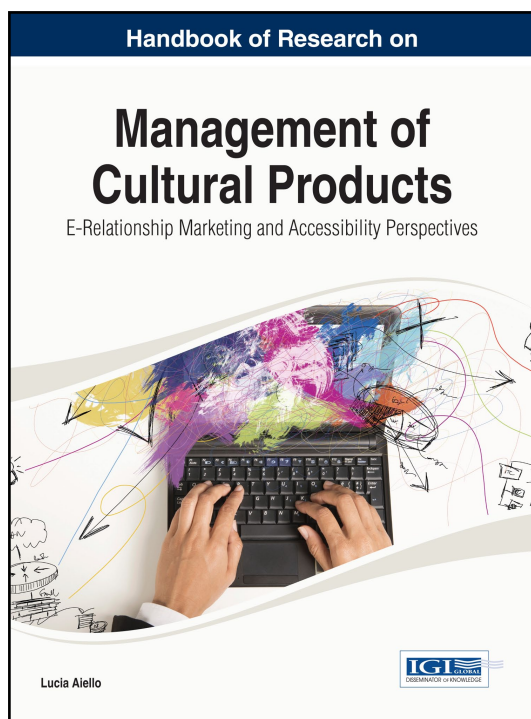


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## Handbook of Research on Management of Cultural Products: E-Relationship Marketing and Accessibility Perspectives



Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Lucia Aiello  
(University of Rome, Italy)

An integrated approach to investigate, create, and propose a model for the value creation of cultural products is essential in maintaining its connection with e-relationship marketing; this examination is important in recognizing a common perspective.

The **Handbook of Research on Management of Cultural Products: E-Relationship Marketing and Accessibility Perspectives** examines the potential value of cultural products and how the support of new technologies can enable non-conventional and social-media marketing relationships. This book aims to highlight an emerging subject area in the field of financial management, management of value creation, and marketing that will be essential for scientists, researchers, and practitioners.

### Topics Covered:

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- Relationship Marketing
- Value Creation
- Financial Management
- Digital Resources
- E-Relationship Marketing
- Management of Cultural Products

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