

Handbook of Research on Advocacy, Promotion, and Public Programming for Memory Institutions

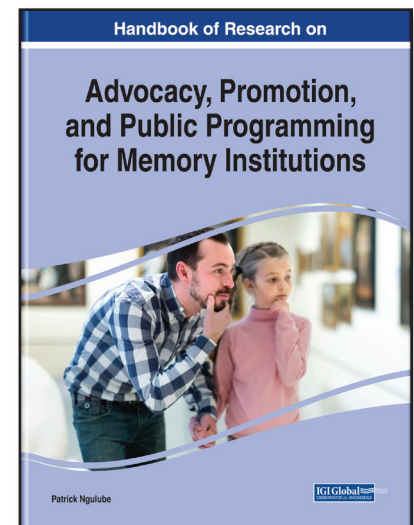
Part of the Advances in Public Policy and Administration Book Series

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Description:

Memory institutions such as archives, libraries, and museums collect, arrange, describe, and preserve their collections and holdings in order to make them accessible to the community. However, these institutions remain underutilized and are struggling to raise awareness of their existence and attract users and funders.

The **Handbook of Research on Advocacy, Promotion, and Public Programming for Memory Institutions** is a collection of innovative research on emerging strategies such as advocacy, outreach, marketing, and public programming to promote memory institutions and engage the community. While highlighting topics including customer service solutions, social media, and collection development strategies, this book is ideally designed for heritage management and information professionals, curators, museum management, archival specialists, librarians, policymakers, researchers, and academicians.



ISBN: 9781522574293

Release Date: January, 2019

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Pages: 453

Topics Covered:

- Advocacy
- Archival Institutions
- Collection Development
- Community Engagement
- Cultural Heritage
- Customer Services
- E-Resources
- Information Services
- Libraries
- Marketing
- Museums
- Public Programming
- Social Media
- Sustainable Development

Hardcover: \$265.00

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