

Mario Bucolo



Expert in marketing, communication, PR, visibility, social media and multimedia design especially for museums, cultural heritage, cultural tourism and art sectors... and...professional photographer.

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www.mariobucolo.info

email: me@mariobucolo.info

skype: mariobucolo

update April 2011

Mario Bucolo



Mario Bucolo, 43 years old (01 Dec 1967), director, publisher, consultant, entrepreneur and photographer. He is also a renowned international expert (28 years of know how) in communication, interactive multimedia technologies, market researches, multimedia applications, usability and social media. Director of the European Observatory Multimedialand, consultant at the European Union, teacher of Etnomedia and Communications. He is also consultant for many companies about staff management and quality's control of multimedia applications. Organizer and chairman of CulturMed, Mediterranean conference on multimedia and communication strategies for museums and Cultural Heritage.

He is the founder and publisher of Museumland.net, the WorldWide Portal to Museums and Cultural Heritage (more than 20.000 museums in 144 nations), and co-founder of Memorandum of Understanding for Multimedia Access to European Cultural Heritage (an European Union initiative, now Medici Framework). Founder of Younger Museums Professional Groups. Member of ESOMAR and MULTISPACE. Member of ICOM, AAM American Association of Museums (Pram and Care committee), Africom. Winner of the Italian Award (2001) for WWW Users Interface. Author of many lectures in international conferences about Museums, Cultural Heritage and Cultural Tourism. Recently he was the project manager of the most great Museums Network project, 90 multimedia kiosks placed in 60 museums in the territory of Province of Catania, based on EU funds. On 2005 Mario was nominated for AAM/ICOM International Service Citation.

Author of a case study entitled Model Museum Practice: Museums and ECommunication in the 2nd edition (August 2008) of Museum Marketing and Strategy: Designing Missions, Building Audiences, Generating Revenue and Resources, main authors: Philip, Neil & Wendy Kotler. In February 2010 he was candidate for the presidency of ICOM (International Council Of Museums) Italian committee.

Mario is also a professional photographer (since 2007) dedicated mainly to landscapes, nature, wildlife, travel and sense of place, religious celebrations and festivals, people and historical architectures. He's had a remarkable experience chasing tornadoes during the 2008 Tornado season around Texas and Oklahoma Panhandles. **His photos has been recently awarded with 3 honorable mention at the International Photography Awards 2010, Los Angeles (and one in 2009) and 2 bronze at PX3 Paris People Choice Awards.** Photos was also shortlisted for the final judging round in the 2008 Travel Photographer of the Year competition, in 2007 and 2008 "Human rights" International Competition co-promoted by Sicilian Parliament and he was personally awarded , in 2008 as "author in evidence" and in 2009 as "Finalist Author" in the International "Premio Fotografico" promoted by the National Association of Professional Photographers of Italy - Tau Visual.

He lives and works in the magnificent island of Sicily and in New York City.

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email: me@mariobucolo.info

skype: mariobucolo

MARIO BUCOLO

from professional curriculum

Most important interactive multimedia application, as director and project designer.

- 1987 – Catania, Tourist office, Interactive multimedia point of information
- 1988 – Siracuse, Tourist office, Interactive multimedia point of information
- 1989 - Interactive multimedia point of information Commodore Italia
- 1989 – RAI – Italian National Television, computer animation movie
- 1990 - SMAU, Interactive multimedia point of information stand Commodore
- 1991/2 - SMAU, Interactive multimedia point of information stand Olivetti
- 1990 - SIGO (Salone Internazionale Golf), Interactive multimedia point of information
- 1990 - VOLVO @ Sigo - Interactive multimedia point of information for Golf championship
- 1990/91/92 - BIT Sicilia, Interactive multimedia point of information
- 1990 - PLV, Parigi - Interactive multimedia point of information
- 1992 – La Perla Jonica – Interactive multimedia point of information
- 1993 - BIT - Milano, Interactive multimedia point of information
- 1993 - Comune di Catania, Interactive Mobile multimedia point of information
- 1994 - Taormina - Interactive multimedia point of information
- 1995 - Comune di Catania, Interactive multimedia point of information
- 1996 - Amendolara (Cs) - Interactive multimedia point of information for Regional Museum
- 1996 – European Union - CdRom "Sicily from the air, the ancient cities", director
- 1997 - Sibari (Cs) Interactive multimedia point of information for National Museum
- 1999 - Caltagirone (CT) – Tourist office, web site design
- 2000 - Reggio Calabria - Interactive multimedia point of information for National Museum
- 2000 – Sibari (Cs) – Interactive multimedia point of information for archaeological park
- 2000 – Tortora (CS) – Interactive multimedia point of information for archaeological museum
- 2001 –G.Verga Museum, Catania– interactive point of information, director and art director.
- 2001 – Park “Pirandello”, designer and art director of the exhibition “Pirandello e la più bella città dei mortali”
- 2001 – Provincia Regionale di Catania – Exhibition about the Euro, art director
- 2001 – Provincia Regionale di Catania, designer of the Museums network
- 2002 – Prov. Regionale di Catania, scientific committee “Museo dello Sbarco in Sicilia”
art director of the movie about the “Husky Operation”, WW2
- 2002 – ASI Caltagirone, Multimedia Tourist Guide, an interactive project on paper, web and CdRom,
designer, art director and project manager.
- 2005 - Museumland, the world wide portal to museums and cultural heritage, publisher
- 2007 - Provincia Regionale di Catania, project manager and creative director of the Museums Network.

Most important international conferences and tutorials as speaker:

- 1992 - **TIMES**, London (Multimedia in the European Tourist Industry)
- 1994 - **EVA '94**, National Gallery - London (The Baroque in Sicily, a Multimedia applications)
- 1995 - **ITC '95**, Paris (Multimedia and Communication)
- 1995 - **EVA '95**, Nat. Gallery – London, tutorial “Developing Kiosk systems for the Visual Arts”
- 1996 - **EVA '96 Italy** - Florence
- 1996 - **EVA '96 Atene**
- 1996 - **EVA '96**, Nat. Gallery – London tutorial “Visitors information systems for visual arts”
- 1997 - **EVA '97 Italy** – Florence - tutorial “Visitors information systems for visual arts”
- 1997 - **EVA '97 London** - Institute of Archaeology - “Sicily from the air” a CdRom production
- 1997 - **EITC '97 (International IT conference by EU) Bruxell** - “Making people aware”
- 1998 - **EVA '98, Florence** - tutorial "Visitors information systems for visual arts"
- 1998 - **MM Access to Euro-Mediterranean Cultural Heritage**, Cairo Egitto
"Visitors information systems", su invito DGXIII
- 1999 - **EVA '99**, Dallas - Texas, Dallas Museum of Art - Conference on "Culture x Technology" in the New Millennium: European & Texan Innovation", case history of the Reggio Calabria Archaeological State Museum Point of Information.
- 1999 - **ESCOM-SCOPE '99 - UK** "Opportunity-driven control of quality and cost"
copresentata da Adrian Cowderoy (MMHQ, UK) and Fred Schindler.
- 1999 - **ACM '99 – Orlando, FL** – Museumland.com the WW Portal to Museums
- 2000 - **EVA 2000** – Florence – Museumland.com the WW Portal for Museums
- 2000 - **WWW9 Conference** – Amsterdam - Museumland.com the WW Portal for Museums
- 2000 - **EVA 2000** – Edinburgh – Cultural web portal & Museumland.com
- 2000 - **EUROGIFU** – Gifu – Japan – Partnership between EU and Japan
- 2000 - **EVA GIFU** – Gifu – Japan – Museumland, the right opportunità for cultural heritage
- 2001 - **EVA 2001** – Florence – Museumland.com the WW Portal for Museums
- 2001 - **EVA 2001** – Moscow – Museumland.com the WW Portal for Museums
- 2001 - **Art Valley 2001** – Firenze – A worldwide Art portal
- 2001 - **Canada** – Partnership about ICT between Canada and Italy,
Interactive multimedia access to italian cultural heritage
- 2002 - **Eva 2002** – EuroChina Beijing Cina – Partnership Meeting between China and Europe
Interactive Multimedia Access to European Cultural Heritage
- 2002 - **Art Valley 2002** – Firenze – Art visibility on the web
- 2002 - **Iatice** – Melbourne, Australia – Sicilian cultural heritage
- 2002 - **Campus Euromediterranei de Cooperaciø cultural** – Villanova i la Geltru – Barcellona
The Museums network of Province of Catania
- 2002 - **Medressa, UE project** – Amman, Giordania, Museumland as a five continents bridge
- 2003 - **EVA 2003** – Firenze – Museums and cultural heritage visibility
- 2003 - **CulturMed** – Catania – Co-chairman
- 2003 - **CulturMed** – Catania – Museums and Cultural heritage visibility strategy
- 2003 - **ICOM annual congress**, comitato MPR, Lubjiana, Slovenia – BroadVisibility
- 2003 - **AFRICOM congress**, Nairobi – More visibility opportunity for african museums and C.H.
- 2004 - **EVA 2004** – Firenze – Cultural Heritage BroadVisibility
- 2004 - **CulturMed 2004** – Catania – Co-chairman and speech about: Cultural Heritage BroadVisibility
- 2004 - **EVA 2004** – Londra - Cultural Heritage BroadVisibility
- 2004 - **ICOM General Assembly and Conferente**, Seoul – C.H. BroadVisibility
- 2004 - **MUSEUMS @ Smau 2004** – C.H. BroadVisibility
- 2004 - **Heritage Malta / CulturMed Malta** – Malta – C.H. Broadvisibility
- 2005 - **Italian Institute of Culture** – San Francisco – Visibility of small and mid-sized museums
- 2005 - **CulturMed 2005** – Catania – Chairman
- 2006 - **Italian Institute of Culture** – Vancouver – Visibility of small and mid-sized museums
- 2007 - **ICOM 21st General Conference** – Vienna, CIDOC Committee “Web 2.0 for social participation in the documentation process”
- 2008 - **EVA London** - Catania Museums Network: User interface design
- 2008 - **Museums & the web**, Montreal – Catania Museums Network

Consultant for:

- 1999 EU (DGXIII) Framework Medici, member of working group on MM Cultural Heritage, Tourism and Education
- 1998 EVA Florence '98, member of the organizing committee
- 1994/8 Archeological Superintendence of Calabria (IT) Advisor for MM application of Cultural heritage and the "Riace Bronzes"
- 1996/7 European Union (DGXIII), MoU European Cultural Heritage, member of working group "Standard and protocol for interoperability"
- 1996/8 Milan (Italy) Istituto CIRM (Market research), manager of Sicilian region operation
- 1995 Catania's (Italy) town council, consultant for Multimedia in the school
- 1995/7 Maimone Editore - Catania (Italy), publisher, consultant and producer for CdRom publishing
- 1995/7 Graficando - Catania (Italy), advertising agency, consultant for MM presentations
- 1994/6 Tarantula Communication - London, TV postproduction, consultant for Video in MM
- 1992/7 Promosphere, Paris, advertising on selling point, consultant for MM presentations
- 1994/7 Digilogica - Catania (Italy), production company, consultant for Multimedia applications
- 1994/5 Technoprogetti - Milano (Italy), MM production, consultant for MM design
- 1994/6 Giunti Multimedia - Milano (Italy), MM publisher, consultant for MM design
- 1992/7 GrafoFilm - Acireale (Italy), TV postproduction, consultant for Video to use in MM
- 1989/7 LineaSnella - Catania (Italy), weight loss center, consultant for MM presentation and institutional communication
- 1991/2 Olivetti - Ivrea (Italy), consultant for MM market for south Italy
- 1993 European Union, consultant for CdRom Market in South of Italy

and...Commodore, Olivetti, Giunti Multimedia, Promosphere – Francia, Multimedialand – UK, Fidia (filmati divulgativi, su testi U. Scapagnini / R.L. Montalcini andati in onda sulle reti RAI), AID S.p.a. (regia filmati divulgativi), Comune di Catania, Provincia di Catania, AAPIT di Catania, AAPIT di Siracusa, Soprintendenza archeologica della Calabria, Unione Europea DGX, DGXIII, Vasari Ltd. – UK, Cresta Ware – USA, Framework UE Medici, Framework UE Multispace, Multimedia House of Quality Ltd. – UK, Media Investment Club – Parigi (executive producer CdRom projects), Istituto CIRM (responsabile coordinamento field e ricerche Sicilia), Istituto Piepoli

Teacher of Interactive Multimedia Application and Social Media:

- 1986 – **CONAI** – Catania – Unix
- 1989 - **Inforcoop** Bologna - Multimedia design
- 1992/7 - **I.SV.E.S.** Catania – Multimedia design
- 1993/4 - **CSATI** Catania
- 1995/7/9 - **I.T.I.S. Cannizzaro** Catania
- 1996 - Circolo **Leonardo** – Catania
- 1996 - **I.SV.E.S.** Catania – Communication strategies for tourism
- 1996 - **ITEL** Catania, web usability and design
- 2000 - **I.T.I.S. Cannizzaro** Catania, web usability and design
- 2002 – **Centro Studi Aurora, Bagheria** (PA), web usability and design
- 2004/2005 – **Master on Marketing for Culture** (CT), design and director
- 2007 – **UniVersus, Bari**, Italy, University consortium for training and innovation
- 2010 - **MPI Chapter**, international organisation of event organiser, Italian Chapter about Social Media

Mainly Work experiences:

Computer Graphics Producer

1984/87 - **Telecolor - Video3** Catania (regional television)

1987/91 - **Antenna Sicilia - Teletna** Catania (regional television)

Hardware and Software designer

1985/91 - **Commodore International** U.S.A. (Computer AMIGA)

1991/93 - **OLIVETTI COMPUTER** - Italia - also Multimedia Partner

Account manager

1987/88 - **CHC** s.r.l. - Catania (computer shop)

1989/90 - **Promosphere** - Parigi (animation on Point of sales)

1990/93 - **ABIS France** - Parigi (multimedia applications)

1992/96 - **ABIS U.K.** - Londra (multimedia applications)

Marketing and Communication manager

1989/99 - **LINEA SNELLA** - Catania (beauty farm)

1990/92 - **Apteryx** - Catania (advertising agency, creative director)

1993/95 - **Graficando** - Catania (advertising agency, creative director)

1990/99 - **Slim Line** - Catania (beauty farm)

1999/2004 - **ABIS MultiCom** (multimedia applications)

Interactive Multimedia applications designer

1989/03 - **ABIS MultiCom** - Catania

1998/04 - **Multimedialand Ltd.** - UK

2003-2008 - **ABIS MultiCom s.r.l.**, C.E.O.

Marketing, Communication and Social Media

2008 till now - **Mario Bucolo MarCom Biz Workshop**

Know-how:

Marketing & Communication

Visibility

Web 2.0 tools and market

Social Media

Multimedia integration, MM Human-computer interface

Multimedia design and production especially for retail, tourism and museum

Usability and users interfaces

Web design and Web usability for users

Italian and European CdRom & MM market

Television production and postproduction

Television Film Director and producer

Computer Graphics

Computer animation

Hardware design

Software programming

Advertising producer

Market research, opinion poll

Public relation and communication

Event organisation

Member of:

ICOM, International Council of Museums
AAM, American Association of Museums
AFRICOM, African Association of Museums
TAU Visual, Italian Professional Photographers Association

Publications:

1988-2009 ...papers for international conferences...
2008 "Museum Marketing and Strategy" second edition, by Philip, Neil and Wendy Kotler. with an essay on "Museums and E-Communication".

Relevant awards and candidature:

2001 - Winner of the Italian national prize for web usability, Mediastars.
2005 – American Association of Museum, AAM/ICOM, International Service Citation, nomination
2007 – ICOM, Candidate to General Council
2009 - IPA International Photographic Award, Los Angeles, Honour Mention
2010 - ICOM Italy, Candidate to presidency

Education:

1985 - High school degree in Industrial computing.
1995 - University of Urbino, two years class in Sociology
1999 - Esprit TRAIN-IT "European Basic Training Course in IT Entrepreneurship" Itzehoe, Germany

Born: Catania (Italy), 01/12/1967

Language: Italian, English - [French and Spanish but only at reading level]

Resident in Catania

Italy: mobile +39-348 3315794

USA: tel +1 415 894-0434 (sms and voice) mobile: +1 917 340 9635

Email: me@mariobucolo.info or mariobucolo@gmail.com

Skype: mariobucolo

Web: mariobucolo.info

Mario Bucolo

photographic profile

email: me@mariobucolo.info

web: mariobucolophotography.com

Europe: +39 348 331 5794

USA & Canada:

+1 347 694 4797

+1 415 894-0434

+1 917 340 9635 (mobile)

Member of National Association of Professional Photographer, Italy

"Everyone are photographers, just for the main reason to see through the eyes. But there are photographers who know how to describe the image with the image itself!"

Mario Bucolo was born in Catania (Italy) on December 1st 1967, he lives and works in the magnificent island of Sicily and in New York City. Mario is a professional photographer since 2007, dedicated mainly to landscapes, cityscapes, nature, wildlife, travel and sense of place, religious celebrations and festivals, people and historical architectures. He's had a remarkable experience chasing tornadoes during the 2008 Tornado season around Texas and Oklahoma Panhandles. He is also a renowned international expert in marketing, PR, communication and Web 2.0 tools, mainly for museums, art and cultural travel sectors and is the founder and publisher of Museumland.net, the WorldWide Portal to Museums and Cultural Heritage.

His photos has been recently awarded with 3 honorable mention at the International Photography Awards 2010, Los Angeles (and one in 2009) and 2 bronze at PX3 Paris People Choice Awards. Photos was also shortlisted for the final judging round in the 2008 Travel Photographer of the Year competition, in 2007 and 2008 "Human rights" International Competition co-promoted by Sicilian Parliament and he was personally awarded , in 2008 as "author in evidence" and in 2009 as "Finalist Author" in the International "Premio Fotografico" promoted by the National Association of Professional Photographers of Italy – Tau Visual.

2010 PX3 People's Choice Awards, Paris, 2 Bronze

2010 IPA, International Photography Awards, Los Angeles, 3 Honorable Mentions

2010 International "Premio Fotografico" promoted by the National Association of Professional Photographers of Italy – Tau Visual, awarded as "finalist author"

2009 Catania, Solo exhibition, "Onde di barocco in festa"

2009 IPA, International Photography Awards, Los Angeles, Honorable Mention

2009 International "Premio Fotografico" promoted by the National Association of Professional Photographers of Italy – Tau Visual, awarded as "author in evidence"

2008 Catania, Solo exhibition, "Temi dal mondo"

2008 Travel Photographer of the Year competition, shortlisted for the final judging round

2008 "Human rights" International Competition co-promoted by Sicilian Parliament, shortlisted for the final judging round

2008 reportage from Tornado alley

2007 "Human rights" International Competition co-promoted by Sicilian Parliament, shortlisted for the final judging round

2007 coverage of NYC Marathon

2007 Admitted to Italian Association of Professional Photographer, TAU VISUAL

**Candidature letter, from Neil Kotler, to American Association of Museums/ICOM
International Service Citation.**

January 12, 2006

Chair, Nominating Committee
C/O Heather L. Berry
American Association of Museums
1575 Eye Street, N.W. Suite 400
Washington, D.C. 20005

Re: AAM/ICOM International Service Citation

I wish to nominate Signore Mario Bucolo of Catania, Sicily, Italy for the AAM/ICOM Service Citation.

Signore Bucolo has created a unique global website (Museumland.net), linking together thousands of museums, cultural sites, and towns and cities throughout the world. Viewers can retrieve information on museums, collections and exhibitions and, in many cases, hours of operation, accessibility, locations, tours, and accommodations.

The website and linkages provide several museum opportunities. They: 1) link together museums for exchange of information, skills, best practices, challenges and possible solutions; 2) assist museums to develop more compelling and effective websites (and digital technologies in generation) so that their technology will reach an increasing number of people; 3) provide digital data on collections and virtual-reality exhibitions, as an important means to raise the educational experience museums offer; 4) serve as a means to loan artifacts and other museum materials; 5) help build, through exchanges, museum partnerships; 5) promote the exchange of museum professionals, especially between museums in non-industrialized nations and museums in industrialized ones; 6) assist museums with plans to offer potential visitors services such as booking travel, lodging and tours.

Bucolo's global museum website is the only developed website of its kind. He has worked with museums to link websites and upgrade them. He has traveled widely to promote museum opportunities and has actively participated in AAM, ICOM, and national conferences in Africa, Asia, Europe, and the United States. In each of these places, Bucolo has shared his technical skills and his experiences as a global museum participant. He has served as an Italian representative to cultural heritage forums.

Signore Bucolo several years ago created CultureMed, an annual conference for museum professionals throughout Mediterranean nations to advance museum practices, raise public support, and develop cultural heritage tourism. CultureMed has brought together museum professionals from many nations and continents (a bridge between America, Europe, Africa and Middle east) and their exchanges have had solid impact.

Exchange of information and skills throughout the global museum community, the matchless potential impact of the Internet and of museum websites, the particular attraction of digital technology to young people, who would be encouraged to participate in museums, are processes in formation. Mario Bucolo has performed a pioneering role in several of these areas and his skills and experiences will be of great use as the processes unfold.

I can think of few museum professionals who have served so well, on a global scale, to help improve museum services and to interrelate museums and their publics. Signore Bucolo try to catch energy from younger museum professionals, he strongly believe that young people may become a vehicle for ICOM and the world of museums.

His continuing work deserves the AAM/ICOM Service Citation.

Sincerely,

Neil G. Kotler, Ph.D.

Co-Author, *Museum Strategy and Marketing: Designing Missions, Building Audiences, Generating Revenue and Resources* (Jossey-Bass, 1998)

Principal, Kotler Cultural, Museum, and Tourism Marketing Consultants

Museum Marketing and Strategy:

Designing Missions, Building Audiences,
Generating Revenue & Resources, 2nd Ed

Neil Kotler, Philip Kotler, and
Wendy Kotler

"In today's world of global reach and enormous governmental and business "gigantism," museums are small. Yet their impact in education, science, environmental understanding and culture is enormous.

The Kotlers have written a much needed, up-to-date, comprehensive road map for effective leadership of these small but complex institutions. There is a rich lode of stories and strategies for the museum executive in a digital world. There is a broad overview for Museum trustees and the general museum going public. A "tour de force."

John W. McCarter, Jr.
C.E. O. and President,
Field Museum of Natural History
Chicago, Illinois

"The most comprehensive and insightful guide to effectively addressing museums in the changing and uncertain global, digital and consumer empowered environment. Illustrated with a trove of rich cases of model museum practices around the world. The book is a must read to all management and boards.

Yoram (Jerry) Wind
The Lauder Professor and
Professor of Marketing
The Wharton School
University of Pennsylvania

Mario Bucolo è "guest author" nella seconda edizione di questo libro, punto di riferimento per l'intero settore culturale. La prima edizione è stata adottata da tutte le università nel mondo.

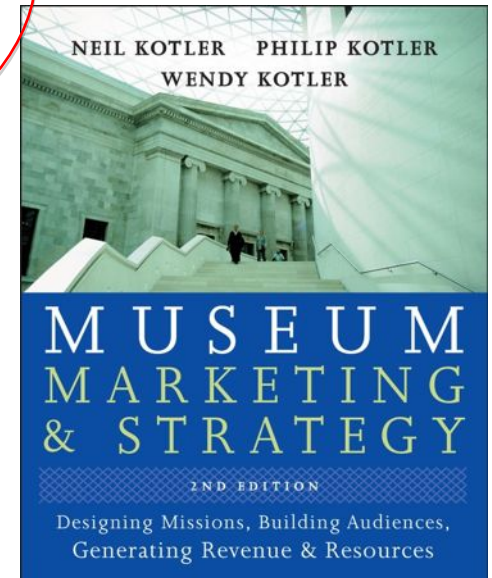
In rappresentanza dell'Europa solo Bucolo e la direttrice marketing della Tate di Londra

Museum Marketing and Strategy
Designing Missions, Building Audiences,
Generating Revenue & Resources, 2nd Ed.
Neil Kotler, Philip Kotler, and Wendy Kotler

ISBN: 0-7879-9691-2 • 528 pages
List price: \$60.00
Available August, 2008

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INTRODUCING



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ISBN: 0-7879-9691-2 • 528 pages
List price: \$60.00
Available August, 2008

This new edition of the bestselling guide on marketing for museums is thoroughly updated, addressing the growing impact of technology, shifts in museum branding and marketing strategy, and also adds international case studies. Written by Neil Kotler along with his brother Philip, the father of modern marketing, and Wendy Kotler, this book reflects the changing museum world. The rapid growth in museums worldwide, coupled with greater receptivity of museum directors, staff, and boards to marketing solutions, has created an environment in which museums are seeking ways to be more strategic and creative in achieving their institution's goals.

This book reflects ten years of changes and growth in the museum world and in marketing. It:

- Emphasizes the shift in museum marketing toward segmentation, positioning, and branding.
- Addresses the impact of digital technologies on audiences and staff, and their marketing usage.
- Contains cases studies from across the globe.
- Includes an online Instructor's Manual

Ten case studies illuminate marketing solutions with contributions from international museum professionals including Ruth Rentschler, Kazuharu Ishida, Sarah Briggs, **Mario Bucolo**, and Yutaka Mino.

ISBN: 0-7879-9691-2 • 528 pages

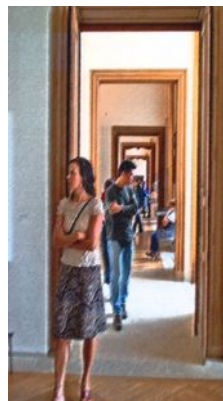
List price: \$60.00

Available August, 2008

Museum Marketing and Strategy:

**Designing Missions, Building Audiences,
Generating Revenue & Resources, 2nd Ed.**

Neil Kotler, Philip Kotler, and Wendy Kotler



NEIL KOTLER is the founder and president of Kotler Museum and Cultural Marketing Consultants in Arlington, VA. He worked for 16 years as a program director and coordinator at the Smithsonian Institution. He also worked in the field of interdisciplinary studies and supervised the Smithsonian Council that consisted of museum leaders who advised the institution. He received his Ph.D. from The University of

Chicago. He is the coauthor and editor of six books and has contributed articles on museum marketing and museum experience to scholarly journals. Kotler lectures on museum marketing at museums and conferences throughout the world. He taught at Dartmouth College, Georgetown University, and the University of Texas at Austin. He was a legislative director in the U.S. House of Representatives and served in the Peace Corps in Ethiopia.

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PHILIP KOTLER, one of the world's leading authorities on marketing, is the S.C. Johnson Son Distinguished Professor of International Marketing at Northwestern University's Kellogg Graduate School of Management. He is the author and coauthor of forty books, including *Kotler on Marketing*, *Marketing Management* and *Strategic Marketing for Nonprofit Organizations*. His writing has defined marketing around the world for the past forty years. He has worked as a consultant to leading corporations and nonprofit organizations, including IBM, Bank of America, General Electric, and AT&T. The recipient of numerous awards and honorary degrees from schools all over the world, he holds an M.A. from the University of Chicago and a Ph.D. from MIT, both in economics. Kotler has an impressive international presence--his books have been translated into approximately twenty-five languages, and he regularly speaks on an international circuit.

WENDY KOTLER received a Ph.D. and M.E.D. in social foundations of education with an emphasis on aesthetics and education at the University of Virginia, Charlottesville. She has worked in the public schools of four states in a variety of roles, including as a teacher of the arts and humanities, a curriculum writer, grant writer, and instructional specialist. She was a long-time adjunct faculty member at the University of Virginia and George Mason University. The National Art Education Association and the Virginia Art Education Association recognized her for excellence in teaching. She has been involved with museums and museum education throughout her career. She is Vice President of Kotler Museum and Cultural Marketing Consultants in Arlington, Virginia.