



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

By Lucia Aiello

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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.

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### Editorial Review

#### Review

Italian and UK researchers working in business, marketing, and communication present 19 chapters on the management of cultural heritage products and cultural organizations. They discuss cultural heritage management and its relationship to the environment and community; the ways a cultural product can impact economic growth and the start-up of new businesses; resource integration and value co-creation in cultural heritage management; and assessment of the cultural experience through the measurement of cross-cutting skills. --*ProtoView Book Abstracts (formerly Book News, Inc.)*

#### About the Author

**Lucia Aiello** is based at the University of Rome, Italy.

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