

## NONPROFIT SOCIAL ARTS AND HERITAGE MARKETING BENNETT ROGER%0A

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She is chair of the Academy of Marketing's Arts, Heritage, Nonprofit and Social Marketing Special Interest Group. T 0207 848 3882 E Finola.kerrigan@kcl.ac.uk 592 Journal of Marketing Management, Volume 26 Daragh O'Reilly is a lecturer in marketing at the University of Sheffield's Management School. His work has appeared in a wide range of academic journals including the Journal of Emerald news - Nonprofit, Social, Arts and Heritage Marketing

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