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## **Audience Development to Audience Engagement Resources**

### **Websites:**

Artsmarketing.org

Borwick Doug. "Engaging Matters." Blog. <https://www.artsjournal.com/engage/>

Mediapost.com (especially Research Briefs)

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Richardson, Adam. "Using Customer Journey Maps to Improve Customer Experience." Harvard Business Review. November 15, 2010. Accessed March 11, 2015.  
<https://hbr.org/2010/11/using-customer-journey-maps-to/>.

Rinker, Campbell. "Culture Track '17 Top-line Presentation." LaPlaca Cohen. 2018.  
<http://www.laplacacohen.com/culturetrack/>.

Simon, Nina. *The Art of Relevancy*.

"Social Media Use." Pew Research Center. 2016.  
<http://www.pewresearch.org/>