

Grzegorz Maciejewski  
*University of Economics in Katowice (Poland)*

## **Book Review:**

***The manual of strategic planning for cultural organizations: a guide for museums, performing arts, science centers, public gardens, heritage sites, libraries, archives and zoos by Gail Dexter Lord and Kate Markert, London, New York, Boulder, Lanham: Rowman & Littlefield, 2017***

DOI: 10.30819/cmse.3-1.06

Grzegorz Maciejewski is a Professor at the University of Economics in Katowice, the head of the Market and Consumption Department. He is a research projects manager at the Centre for Knowledge Research and Transfer in Katowice, and the manager and contractor of six grants from the Ministry of Science and Higher Education. Behavioural economics constitutes the main area of his scientific interests. He is the author of over 130 articles in the area of consumer behaviour, the marketing strategies of enterprises, and market and marketing research methodologies. Since 2012 he has conducted classes as part of postgraduate studies in the field of Cultural Management. In 2014, he cooperated with the Rozrywka Theatre in Chorzów in building a theatre development strategy, and in 2018 with the Polish Composers' Union in the area of external evaluation of the 61st International Festival of Contemporary Music "Warsaw Autumn".

Email: [grzegorz.maciejewski@ue.katowice.pl](mailto:grzegorz.maciejewski@ue.katowice.pl)



The project is funded under the program of the Minister of Science and Higher Education titled "Regional Initiative of Excellence" in 2019-2022, project number 018 / RID / 2018/19, the amount of funding PLN 10 788 423,16