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Museums 101



Synopsis

Looking for an A-Z, one-stop, comprehensive book on museums? Wish you were able to have one of the world's leading museum consultants spend a couple of days with you, talking you through how to start a museum, how museums work, how to set up an exhibit, and more? If so, *Museums 101* is the answer to your wishes. In one short volume, Mark Walhimer covers:

- Essential Background, such as what is a museum, a quick history of museums, and 10 steps to starting a museum
- Operational Basics, such as branding, marketing, strategic planning, governance, accessibility, and day-to-day operations
- What goes on behind the scenes in a museum, ranging from finances to fundraising to art handling, exhibit management, and research
- The Visitor Experience, planning a museum, designing exhibits for visitors, programming, and exhibit evaluation.

Features that even the most experienced museum professionals will find useful include a community outreach checklist, a fundraising checklist, a questionnaire for people considering starting a new museum, and an exhaustive, well-organized list of online resources for museum operations. The book's contents were overseen by a six-member international advisory board. Valuable appendixes you'll use every day include a museum toolbox full of useful forms, checklists, and worksheets, and a glossary of essential museum-related terms. In addition to the printed book, *Museums 101* also features a companion website exclusively for readers of the book. The website "museums101.com" features:

- links to essential online resources in the museum world,
- downloadable sample documents,
- a glossary,
- a bibliography of sources for further reading, and
- photographs of more than 75 museums of all types.

Museums 101 Advisory Board:

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Customer Reviews

Running a specialised museum in regional Australia, we use books and online resources as our main source of information and inspiration. Museum's 101 gave us both. It is divided into small, easy to read chunks of valuable information. Being written by an author on the other side of the world we wondered if it would have enough relevance to us, but our Custodian has been a subscriber to Mark's blog for some years now and found it valuable, so we gave it a go. We find it practical, very readable and very useful. We now recommend this book to our colleagues, and would also highly recommend it to anyone interested in the Museum sector.

Fantastic simple language to approach to what a specialist make so challenging. Very thorough and obviously based on timely experience. Filled with resources, suggestions, templates, and links

This book is literally THE thing I've been searching for for years! If you are thinking about starting a Museum, buy this book immediately.

Wanted this to be so much better. Thought it might be perfect for a basic museum studies class, but found other/older books more relevant.

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