



## Museums 101

By Mark Walhimer

Rowman & Littlefield. Paperback. Book Condition: new. BRAND NEW, Museums 101, Mark Walhimer, 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....



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