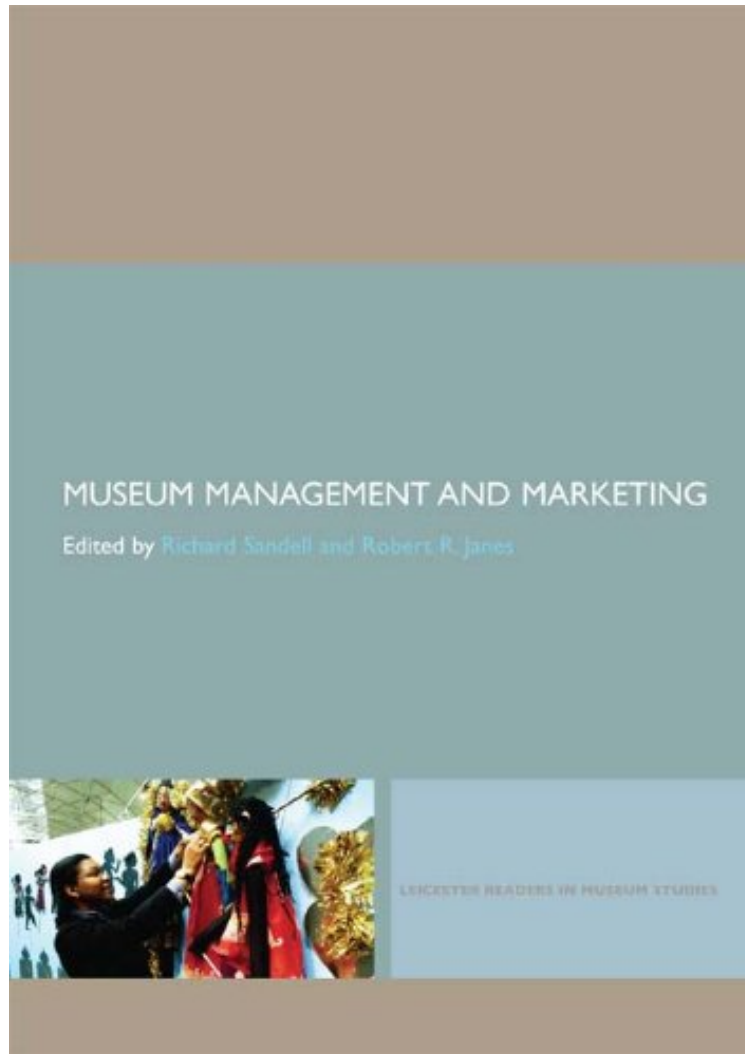


(Read free) Museum Management and Marketing: 1 (Leicester Readers in Museum Studies)

Museum Management and Marketing: 1 (Leicester Readers in Museum Studies)

Richard Sandell

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#1583734 in eBooks 2007-04-11 2007-04-11 File Name: B000SMD75U | File size: 38.Mb

Richard Sandell : Museum Management and Marketing: 1 (Leicester Readers in Museum Studies) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Museum Management and Marketing: 1 (Leicester Readers in Museum Studies):

Drawing together a selection of high quality, intellectually robust and stimulating articles on both theoretical and practice-based developments in the field, this Reader investigates the closely linked areas of management and marketing in the museum. The articles, from established and world-renowned contributors, practitioners and writers at

the leading edge of their fields, deal with the museum context of management and how marketing and management practices must take account of the specifics of the museum and the not-for-profit ethos. Key writings from broader literature are included, and the collection of key writings on the investigation and study of management and marketing in the museum are of great benefit not only to those studying the subject, but also to professionals working and developing within the field.

'This excellent book provides museum professionals with a highly nuanced view of its subject.' - *Museum Practice*
About the Author Richard Sandell is Head of the Department of Museum Studies at the University of Leicester. His research interests focus on the evolving social purposes, roles and agency of museums. His recent publications include *Museums, Society, Inequality* (2002). Robert R. Janes is the former President and CEO of the Glenbow Museum in Calgary, Canada. He is Editor-in-Chief of the *Journal of Museum Management and Curatorship* and a museum consultant. His recent books include *Museums and the Paradox of Change* (1997) and *Looking Reality in the Eye: Museums and Social Responsibility* (2005).