



# Museums 101

*Mark Walhimer*

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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 - Jim DeMersman, Executive Director, Museum on Main, Pleasanton, California, United States of America - David L. Godfrey, C.P.A., Allison & Godfrey, Certified Public Accountants, Norwalk, Connecticut, United States of America - Van A. Romans, President, Fort Worth Museum of Science and History, Fort Worth, Texas, and Board of Trustees, American Alliance of Museums, United States of America - Sergey Solovyev, Ph.D., Department of Greek & Roman Antiquities, The State Hermitage Museum, Russia - Alison Spence, Exhibitions and Loans Registrar, National Museum of Australia, Canberra ACT, Australia - Audrey Vermette, Director of Programs and Public Affairs, Canadian Museums Association, Ontario, Canada

## Museums 101 Details

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## **From Reader Review Museums 101 for online ebook**

### **Melissa Kozlowski Ziobro says**

This is very much an introductory text, just scratching the surface of museum management, but easy to read and well-organized.

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### **Tom Mackie says**

After over 30 years in museums and often teaching on museums we finally have a readable yet complete text for students. I appreciated the emphasis on mission and ethics expected from practitioners. I will use it for my next museum class

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### **Mark says**

A simple and easy to follow approach to understanding what happens in museums. A great book for new trustees or anyone interested in working at a heritage or cultural venue. Captures the basics and other areas that someone looking in may not realise the extent or reason behind why museums do these things.

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### **Rosa King says**

Museums 101 is a great place to start for anyone interested in learning how museums operate. The book is well organized and methodical in its approach. It is easy to read, offering many examples that cover different types of museums, ranging from large to small, historical, visual, scientific and live. The book seems especially geared toward readers who intend to start new museums, and includes a reference section, Museum Toolbox. There is also a useful website associated with the book that allows the reader to explore chapter topics in greater depth.

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### **Pejman Norouzi says**

As an Iranian museum concept designer, this is a best book i read ever about museums in a simple way...of course in this book you cant find any museum designing details. but you can find all starting points of designing , A to Z and some more of course. may be writer weblog can help you as book reader to find some more details too.

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### **Amanda says**

A real 101. As someone who works at a museum but does not have a museum background, this was a great

walk-through of best practices.

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