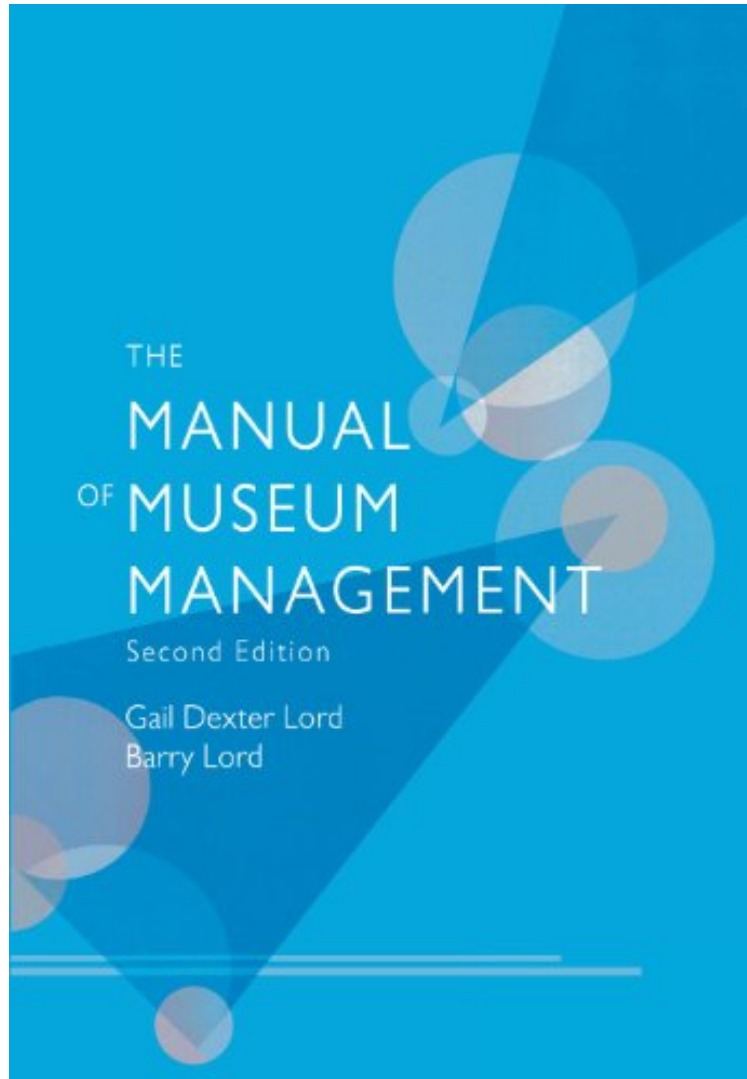


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The Manual of Museum Management

Gail Dexter Lord, Barry Lord

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The Manual of Museum Management presents a comprehensive and detailed analysis of the principles of museum

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In an era of globalization and intense competition for collections, financial contributions, and new audiences, museums need to adapt to the new trends by promoting innovations and developing strategic alliances worldwide in order to create emotionally rewarding experiences. This book provides professionals in the art field invaluable advice and guidance to define positioning of museums in the increasingly complex cultural, social, economical and technological context we live in. (Juan Ignacio Vidarte, Director General, Guggenheim Museum, Bilbao; Chief Officer for Global Strategies, Solomon R. Guggenheim Foundation) About the Author Gail Dexter Lord and Barry Lord are the founders and presidents of Lord Cultural Resources.