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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.

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