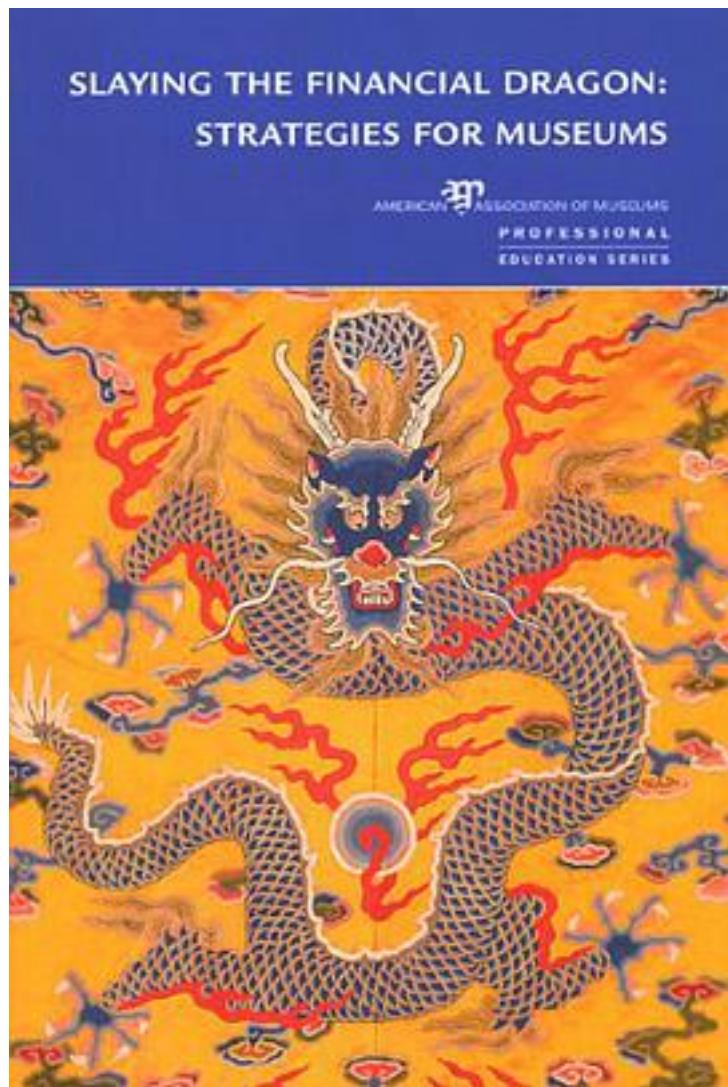


# Slaying the Financial Dragon



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Slay the financial dragon of a slumping economy and falling revenues with this valuable arsenal of strategies and tactics for fiscal success. Gain the competitive edge as you learn the latest trends and forecasts from experts in the areas of individual and corporate giving, earned revenue and investment, travel and tourism, and state and local funding. Slaying the Financial Dragon's 10 authors discuss the mega-trends that are changing the face of fund raising, tell you how to talk to local officials about your funding needs, analyze the current state of the travel and tourism industry, and much more. Originally presented at AAM's "Slaying the Financial Dragon" seminar in November 2002, these practical, clearly stated articles present case studies and offer expert advice on how museums can best meet today's daunting financial challenges.

作者介绍:

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标签

财务

管理

博物馆

评论

十多年前的书了，数据全部过时，但视野和思路依旧可鉴。AAM这套书强力推荐给还未看过它的博物馆同行们。

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书评

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