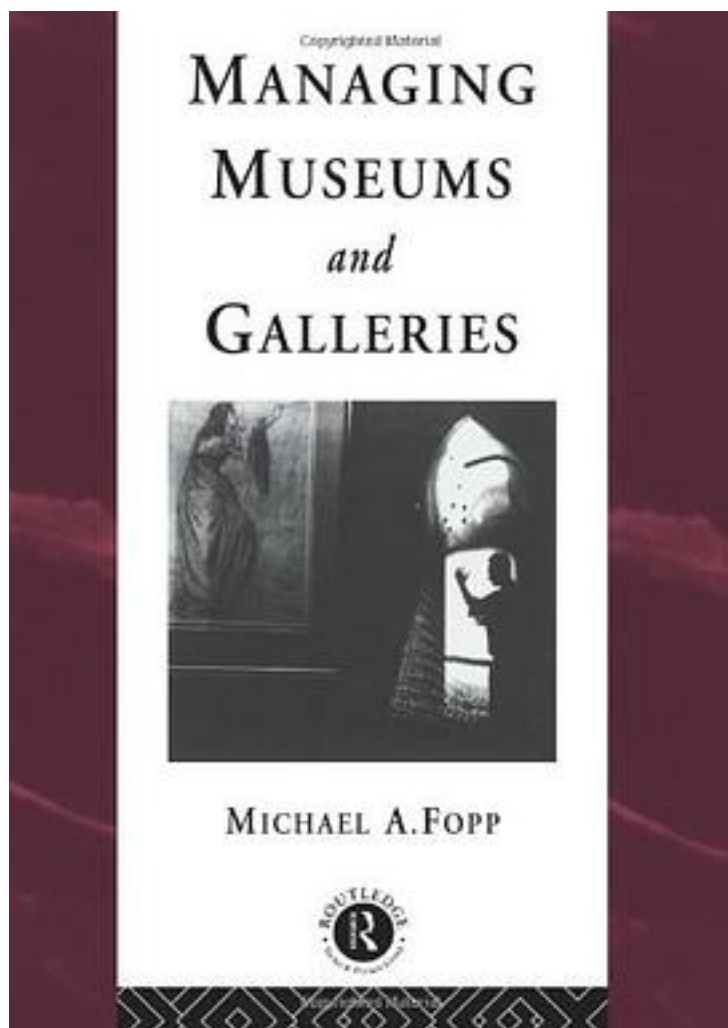


Managing Museums and Galleries



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Michael A. Fopp examines the highly sophisticated principles and techniques of

modern business management from the perspective of museums and galleries and delineates their practical application. This volume surveys the day-to-day issues of time management, delegation and recruitment to the problems of strategic planning and initiating and controlling conflict and change. The study incorporates the needs of both the independent and national sectors and discusses the links between the museum and commerce.

作者介绍:

The current economic climate, coupled with an all embracing desire for museums to be respondent to "the market," makes a proper grounding in management essential for museum and gallery professionals.

Managing Museums and Galleries examines the highly sophisticated principles and techniques of modern business management from the perspective of museums and galleries and delineates their practical application. This volume surveys the day-to-day issues of time management, delegation and recruitment plus problems of strategic planning and initiating and controlling conflict and change. This study incorporates the needs of both the independent and national sectors and discusses the links between the museum and commerce.

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