



Starting Right: A Basic Guide to Museum Planning (American Association for State and Local History)

Gerald George

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Economic and cultural issues that no one contemplated facing 50 years ago are critical to the planning process for today's successful museum. This new edition of *Starting Right*, revised from the first edition by Gerald George and Cindy Sherrell-Leo, still provides sound guidance in a handbook designed to explain the basics of museum planning in an evening's reading but it has been fully revised and updated to address the current issues facing new museums. Here in straightforward language you will find out what a museum is--philosophically and historically--some pros and cons of establishing your museum, up-to-date resource lists, and good basic advice on all aspects of museums from the choice of a building through collections care, registration, exhibitions, conservation, staffing, financial management, and fund raising.

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