



Museum Management (Leicester Readers in Museum Studies)

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Collecting a selection of essential writings by some of the leading authors in the field, Kevin Moore examines the developments in, and effectiveness of, museum management in a world dominated by new and exciting heritage and leisure attractions.

The selected papers in *Museum Management* outline the development of museum management to date, the challenges museums currently face, and the key areas of future development in management and marketing practice, and addresses:

- strategic management issues: policy formulation, corporate planning and performance measurement
- human resource management
- financial management
- the importance of marketing.

This volume is an invaluable introduction to the key issues, controversies and debates in the subject. It will be essential reading for all students, museum managers and staff who need to keep up to date with latest developments in this field.

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