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Disciplina	069/.1
Soggetti	Communication in museums Museums - Social aspects Museums - Educational aspects Museums - Public relations Museum visitors Authorship Narration (Rhetoric) Museum techniques
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Audio tours -- Blogs -- Brochures -- E-mail -- Education -- Environmental graphics -- Exhibition videos -- Guided tours -- Lectures -- Magazines -- Newsletters -- Pinterest, Twitter, and social media strategies -- Public relations -- Solicitation letter -- Store -- Survey questionnaires -- Volunteers -- Website -- YouTube -- Writing tips.
Sommario/riassunto	"Whether written by administrators, staffers, freelancers, or interns, words are delivered by people in your museums with the knowledge, to be interpreted by strangers. Your story is told everywhere, and with each narration it reinforces your brand; hopefully every single word reflects your brand. If you ever wished for a good writer, right on staff, ready to take on project, major or routine, here's the help you're looking for. Writing for Museums will help all staff who write better-- and result in clearer communication with and education for--all your visitors"--Provided by publisher.

