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Autore	Black Graham
Titolo	The engaging museum : developing museums for visitor involvement / / Graham Black
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2005
ISBN	1-283-84333-1 1-136-76164-0 0-203-55927-4
Descrizione fisica	1 online resource (313 p.)
Collana	Heritage
Disciplina	069
Soggetti	Cultural property - Management Cultural property - Protection Historic sites - Management Interpretation of cultural and natural resources Museum attendance - Evaluation Museum exhibits - Evaluation Museum techniques Museum visitors Museums - Educational aspects Museums - Management Museums - Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 289-301) and index.
Nota di contenuto	Cover; The Engaging Museum; Title Page; Copyright Page; Table of Contents; Preface; Acknowledgements; Introduction: meeting the demands placed on the twenty-first century museum; Section 1 Museum audiences: their nature, needs and expectations; 1 'Traditional' museum audiences: a quantitative and qualitative analysis; Introduction: the rise of museum visitor studies; Audience segmentation; Market surveys; Quantitative visitor surveys; Qualitative data on visitor expectations, motivations and needs; Discussion: an audience in decline - trends and challenges

Case study: lessons from tourism research2 Developing new audiences; Introduction; Social exclusion and museums; Audience development; Audience development planning; Discussion: how will an audience development strategy impact on a museum's public face?; Case study: developing museum content for young children and families with babies/young children; Section 2 Operating for quality; 3 Stimulating the visit; Introduction; Awareness; Entrenched negative attitudes; The 'wrong' positive perceptions; Positioning the museum; Influencing the visitor agenda; Positive marketing

Marketing to diversify the audience baseDiscussion: seven core issues; Case study: repositioning Manchester Art Gallery; 4 Visitor services: operating for quality; Introduction; A central role for visitor services; How do you define quality in a museum visit?; Measuring visit quality; Discussion: managing for quality; Case study: adapting Servqual to measure visitor services quality; Section 3 Learning in museums; 5 Museums and lifelong learning; Introduction: the rise of 'learning' up the museum agenda; Museums and lifelong learning; Learning theory and museums

Discussion: applying learning theory to museum display and supportCase study: evaluating visitor learning in museums; 6 Use of museums by schools; Introduction: museums and structured educational use; The agenda for structured educational use; How can museums best support schools use?; Discussion: enjoyment and memories come first; Case study: education resource packs/websites; Section 4 Planned to engage: using interpretation to develop museum displays and associated services; 7 Applying the principles of interpretation to museum display; Introduction: what is interpretation? Modern museums and interpretationDefining interpretive principles for museum display; Discussion: the impact of interpretive principles on museum display; Case study: exhibition standards/guidelines; 8 Interpretive master planning; Introduction; Developing an interpretation strategy for a museum service; Developing an interpretation masterplan for a multi-collection museum; Discussion: the role of the project manager; Case study: process mapping; 9 Concept development for museum galleries; Introduction; What: the collections audit; Why: aims and objectives; Who: specific audience targets

How: developing the concept and turning it into reality

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#### Sommario/riassunto

This very practical book guides museums on how to create the highest quality experience possible for their visitors. Creating an environment that supports visitor engagement with collections means examining every stage of the visit, from the initial impetus to go to a particular institution, to front-of-house management, interpretive approach and qualitative analysis afterwards. This holistic approach will be immensely helpful to museums in meeting the needs and expectations of visitors and building their audience. This book features:includes chapter introductions

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2. Record Nr.	UNINA9910482662303321
Autore	Hemmingsen Niels <1513-1600.>
Titolo	Vom Ehestand, der Ehescheydung, und allerhand Ehefellen, ein schön nützlich Büchlein, Zu Gefallen den Brüdern, so zu Eherichtern verordnet in den Königreichen Dennmarck und Norwegen, im latein, von dem hochgelerten Herrn D. Nicolao Hemmingio beschrieben, Verteutzschet von Georgio Nigrino [[electronic resource]]
Pubbl/distr/stampa	Ursel, : Nicolaum Henricum, 1585
Descrizione fisica	Online resource ([187] bl..)
Altri autori (Persone)	HemmingsenNiels <1513-1600.> NigrinusGeorg <1530-1602.>
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Reproduction of original in Det Kongelige Bibliotek / The Royal Library (Copenhagen).