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Sommario/riassunto	The current economic climate, coupled with an all embracing desire for museums to be respondent to 'the market' make a proper grounding in management essential. The 'bottom line' is one of the most powerful measures of management performance. Museums and galleries invariably have a neutral bottom line, they are not set up to make a profit and many of them are constrained by governmental accounting rules and charity legislation. Managing these organisations is difficult and this book tackles the issues that make it easier. Managing the Museum examines the highly sophisticated princ