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Sommario/riassunto	Online activities present a unique challenge for museums as they harness the potential of digital technology for sustainable development, trust building, and representations of diversity. This volume offers a holistic picture of museum online activities that can serve as a starting point for cross-disciplinary discussion. It is a

resource for museum staff, students, designers, and researchers working at the intersection of cultural institutions and digital technologies. The aim is to provide insight into the issues behind designing and implementing web pages and social media to serve the broadest range of museum stakeholders.
