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Nota di contenuto	Cover; Museums and their Visitors; Copyright; Contents; List of plates; List of figures; List of tables; Acknowledgements; Introduction; 1. Forces for change; 2. Communication in theory and practice; 3. Who goes to museums?; 4. Research and evaluation; 5. Welcoming visitors; 6. Responding to visitor needs; 7. Language and texts; 8. Museums: ideal learning environments; 9. Managing museums for visitors; Glossary; Bibliography; Index
Sommario/riassunto	A guide for museum and gallery staff in the development of provision for their visitors, to ensure survival into the next century.