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Nota di bibliografia	Includes bibliographical references (p. 289-301) and index.
Nota di contenuto	Introduction : meeting the demands placed on the twenty-first century museum -- ; Sect. 1. Museum audiences : their nature, needs and expectations -- ; 1. 'Traditional' museum audiences : a quantitative and qualitative analysis -- ; 2. Developing new audiences -- ; Sect. 2. Operating for quality -- ; 3. Stimulating the visit -- ; 4. Visitor services : operating for quality -- ; Sect. 3. Learning in museums -- ; 5. Museums and lifelong learning -- ; 6. Use of museums by schools -- ; Sect. 4. Planned to engage : using interpretation to develop museum displays and associated services -- ; 7. Applying the principles of interpretation to museum display -- ; 8. Interpretive master planning -- ; 9. Concept development for museum galleries -- ; 10. The

engaging museum.

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
