



**Inside the Minds: The Business of Museums--
Industry Leaders from The Flint Institute of Arts,
University of Virginia Art Museum, and Adams
Museum and ... and Critical Components for
Success**

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Inside the Minds: The Business of Museums is an authoritative, insider's perspective on the ins and outs of operating a museum and the future of the industry, on a global scale. Featuring Executive Directors representing some of the world's leading museums, this book provides a broad, yet comprehensive overview of both the current and future shape of the industry. Discussing financial issues such as managing budgets, acquiring funding and implementing blockbuster exhibitions, as well as artistic matters like developing and changing the content and placement of exhibitions, authors raise critical points around the business and offer indispensable advice for success. From the capabilities and characteristics of the successful museum director to the experts' own definitions of exhibitions that engage audiences, effective marketing strategies that boost attendance and profit, and meaningful vision statements that serve the museum's ideals as well as the public's interests, authors explore all facets of the business - beginning to end. From the processes involved in choosing and employing the right people, to attending to the details that transform a museum visit into a memorable experience, these visionaries articulate the finer points around museums now, and what will hold true into the future. Topics range from university to children's museums and traverse the art, history and culture of diverse regions and communities. The niches represented and the breadth of perspectives presented provide readers with valuable insight and expose them to the inner workings of some of today's great minds as experts offer up their thoughts regarding an endlessly demanding and highly rewarding industry.

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