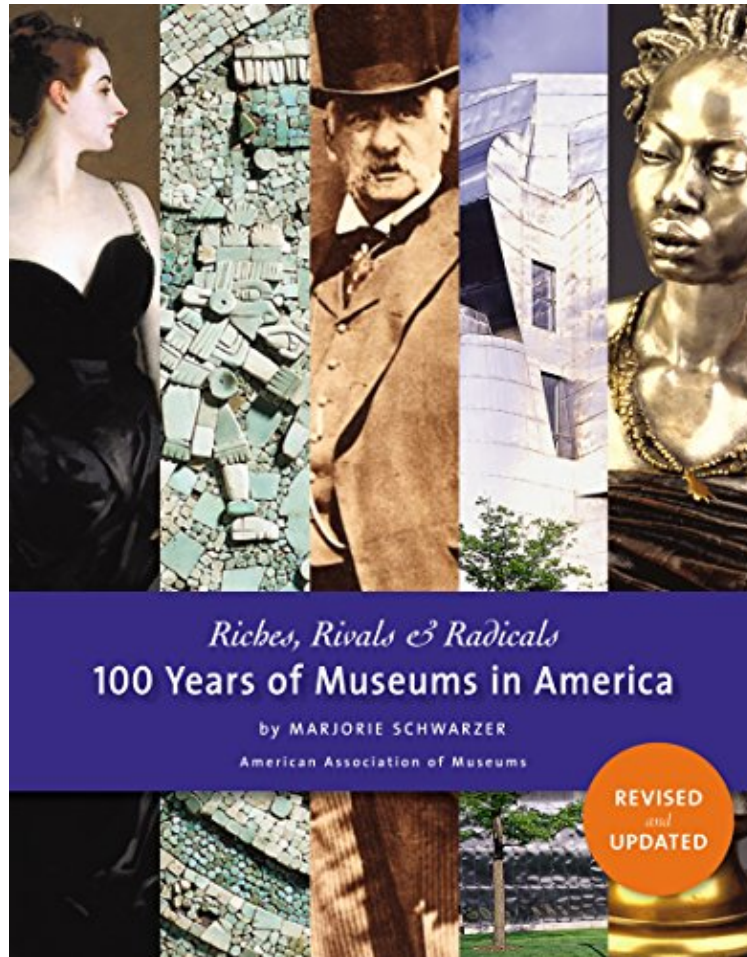


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Riches, Rivals and Radicals: 100 Years of Museums in America

Marjorie Schwarzer

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Marjorie Schwarzer : Riches, Rivals and Radicals: 100 Years of Museums in America before purchasing it in order to gage whether or not it would be worth my time, and all praised Riches, Rivals and Radicals: 100 Years of Museums in America:

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used an editor. It reminds one of Mark Twain's "I didn't have time to write you a short letter, so I wrote you a long one." As in we hurried this out to market, put little effort into it, and hope it will sell to well-heeled customers that won't care or have much time to read it anyway. So for those that LOVE the subject matter - 3 stars, for those that are only mildly interested - beware.

Highly illustrated, exhaustively researched, and eminently readable, *Riches, Rivals and Radicals* describes the rise of the museums in America from the early 20th century to the early 21st century that parallels the historic changes in the United States. Through the decades, museums transformed themselves from cabinets of curiosity to centers of civic pride and prestige, stewards of who and what we are, our shared heritage, good and bad. The museum story is "filled with many notable and even some notorious characters," writes Marjorie Schwarzer, chair of the museum studies department at John F. Kennedy University. "How the American museum got to where it is today has required a long journey, sometimes arduous, often fascinating." Published in celebration of AAM's centennial and *The Year of the Museum*.

"[This is] the book I have long awaited to serve as the required text for my undergraduate course in Museum Studies. Not only does it offer a comprehensive introduction to the field, it encourages students to make connections between important moments in American history and cultural production and to appreciate the powerful role of the museum in this relationship. I especially appreciate Schwarzer's thematic organization of chapters ("The Building," "The Collection," "The Exhibition," and "People and Money"), as these broad categories lend themselves perfectly to the teaching of a semester-long course that explores museum architecture, curatorial models, approaches to audience education, and fundraising. Schwarzer is a passionate educator and leader in the field, and her witty prose exemplifies how the accessibility of a single text can make students become excited about becoming museum professionals." -- Paula J. Birnbaum, Ph.D., Chair, Visual Arts Department, University of San Francisco

About the Author
Marjorie Schwarzer is professor and chair of the Department of Museum Studies at John F. Kennedy University, Berkeley, California. She was previously director of education at the Chicago Children's Museum and associate director of development at the Children's Museum in Boston. Schwarzer is the author of numerous articles on the museum field, including such topics as airport museums, architecture, visitor services, exhibitions and multiculturalism. She holds a B.A. in art history from Washington University in St. Louis and an M.B.A. from the University of California, Berkeley.