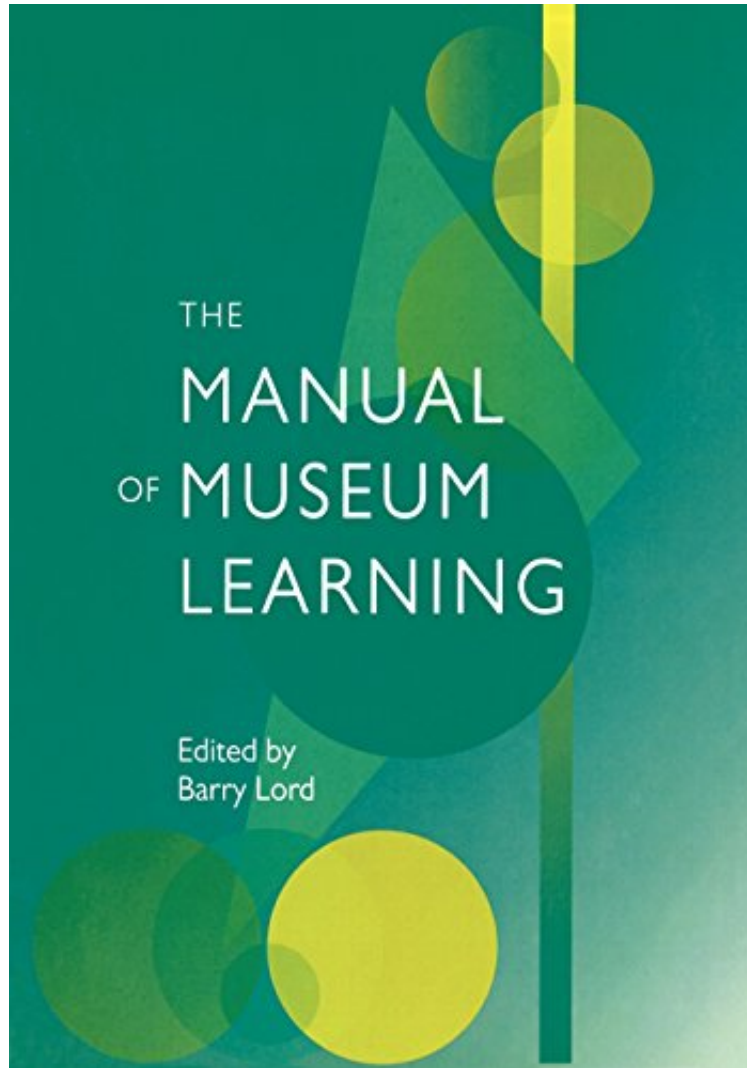


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The Manual of Museum Learning

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Museum learning is a vital component of the lifelong learning process that increasingly shapes the development of twenty-first century individuals. In The Manual of Museum Learning, seasoned museum professionals offer practical advice for creating successful learning experiences in museums and related institutions, including galleries, zoos, and botanic gardens, that can attract and intrigue diverse audiences. Based on an understanding of museum learning as an

experience that occurs within a personal, social, and physical context, it explores why, for whom, and how these contexts can be orchestrated in museum galleries with optimal results.