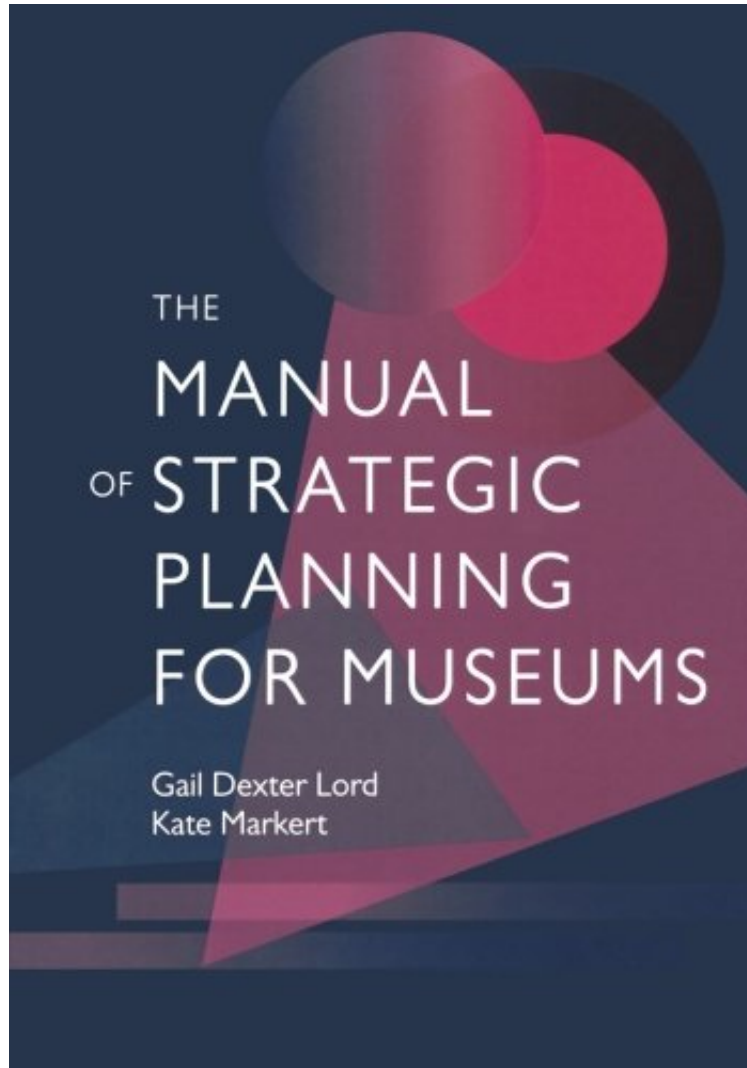


(Download ebook) The Manual of Strategic Planning for Museums

The Manual of Strategic Planning for Museums

Gail Dexter Lord, Kate Markert

*DOC | *audiobook | ebooks | Download PDF | ePub*



 Download

 Read Online

#1500365 in Books 2007-04-09 2007-04-09Original language:EnglishPDF # 1 10.07 x .40 x 7.091, .80 #File Name: 0759109699170 pages | File size: 38.Mb

Gail Dexter Lord, Kate Markert : The Manual of Strategic Planning for Museums before purchasing it in order to gage whether or not it would be worth my time, and all praised The Manual of Strategic Planning for Museums:

0 of 0 people found the following review helpful. Trustworthy sellerBy Joseph AdamsBook arrived on time and exactly as described. Thanks!0 of 0 people found the following review helpful. A good primer for strat planning!By NatalieBefore the second edition was published, I frequently referred to this edition while conducting a strategic plan. The glossary is still a nice resource.

While some view strategic planning with trepidation, it is one of a museum's strongest tools for improving quality,

motivating staff and board members, adapting to environmental changes, and preparing the groundwork for future initiatives. The Manual of Strategic Planning for Museums offers proven methods for successful strategic planning in museums from two experienced leaders in the field.

This manual gives us useful guidelines for the strategic planning process. . . . It deals with the reasons for a plan and the structure of the planning process and the methods. It takes us from 'problems to strategies' and outlines the writing of the plan and the implementing of it, the evaluation of the plan and lastly what can go wrong and how to fix it. Making planning a top priority is rightly emphasised. Managing expectations in an environment of limited resources gets attention as one of the issues to be addressed. The importance of a financial plan is explained. There are a useful glossary, bibliography and index. (Des Griffin ReCollections)About the AuthorGail Dexter Lord is co-founder and director of LORD Cultural Resources Planning and Management. Kate Markert is Associate Director of the Walters Art Museum. She holds an M.A.S. of Management from Johns Hopkins University and an M.A. of Art History from the University of Maryland, College Park.