

Museum Store Management

Mary Miley Theobald

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

 **Download**

 **Read Online**

#3791473 in Books Altamira Pr 1995-10Original language:EnglishPDF # 1 9.25 x 6.25 x .75l, #File Name: 0942063147230 pages | File size: 25.Mb

Mary Miley Theobald : Museum Store Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Museum Store Management:

0 of 0 people found the following review helpful. Small Museum Shop Management DemystifiedBy CalGalThis book is excellent for any museum that is starting a shop, or needs to update an existing one. As a Trustee of a small history museum, this book has shown me how we need to revise our current operations, change the focus of our inventory, and plan better for expansion.0 of 0 people found the following review helpful. I found the book full of great information. I am still going back to reread ...By susan achilleI found the book full of great information. I am still going back to reread it over and over again.

Offering expert advice for every phase of museum store management, this volume is essential reading for anyone planning to open or manage a museum store. Theobald takes the guesswork out of planning and managing the museum store, informing the manager on all relevant topics such as sales tables, profits, licensing, training, product promotion, publications, inventory, merchandise, and trademarks, just to name a few. The Second Edition contains an additional chapter on merchandising, updated statistics, POS information, more illustrations and examples, additional advice on Related/Unrelated products ("Tax Status and the IRS"), and Internet information on vendors and other resources.

This book fills a real void in museum professional literature. (Doug Harvey)You have given a tremendous amount of useful information in a concise and friendly form. I do not think that anyone who reads this book and uses the

information properly could not have a successful museum store. (May Reed)About the AuthorMary Miley Theobald graduated from the College of William and Mary in Williamsburg, Virginia, then put her B.A. in American History and her M.A. in Administration and Interpretation of Historic Sites to good use across town at Colonial Williamsburg. She soon found that she liked history best when it made money for museums. Over the years she developed historically accurate products for the Historic Area stores, assisted in the opening of three "new" historic shops, and learned a good deal about managing these nine establishments and training their costumed employees in historical interpretation. Today Theobald is an adjunct at Virginia Commonwealth University where she teaches American history and museum studies, a sometime museum store consultant, and a freelance writer.