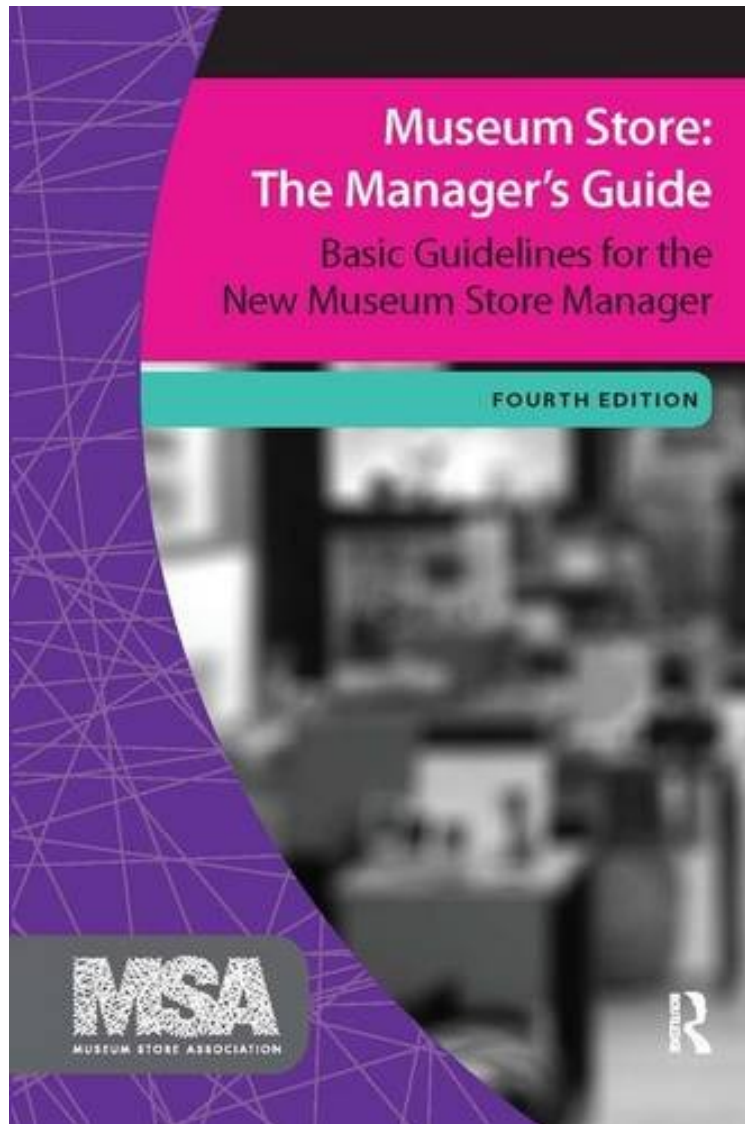


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## **Museum Store: The Manager's Guide, Fourth Edition: Basic Guidelines for the New Museum Store Manager (Museum Store Association)**

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Museum Store: The Manager's Guide is a practical guide for any store manager who needs guidance about visual merchandising, measuring performance, managing volunteers and much more. This eight-chapter volume includes a wealth of advice on best practices compiled by the national professional organization of museum stores. It includes a myriad of supportive worksheets to help the novice manager. It provides guidance from experienced store managers to assist the novice in evaluating a store's performance. The 4th edition includes updated information on social media and mobile shopping. A new chapter to this valuable resource highlights the legal implications of the business of nonprofit retail including copyright, unrelated business income tax, and staff relations. A great resource for every back office!

About the AuthorFounded in 1955, the Museum Store Association is a nonprofit, international association organized to advance the success of cultural commerce and of the professionals engaged in it. By encouraging high standards of professional competence and conduct, MSA helps retail professionals at cultural institutions better serve their organizations and the public. MSA supports museum stores through annual meetings, regional chapters, networking, and professional resources. Visit [www.museumstoreassociation.org](http://www.museumstoreassociation.org).