

A woman with long brown hair, wearing a dark sleeveless top and jeans, is crouching on a dark tiled floor in a museum gallery. She is looking intently at a display case on the right. The background shows museum architecture with arches and other displays.

# ESSENTIAL NEW BOOKS FOR MUSEUM PROFESSIONALS

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## Essential New Books for Museum Professionals



### Meet Charles Harmon,

one of Rowman & Littlefield's Executive Editors

Charles is passionate about building our programs in the broad area of cultural heritage and specifically in three disciplines: museum studies, library science, and archival studies.

In the museum studies arena, he is specially seeking to connect with potential authors who are interested in talking about new textbooks, digital exhibits, digital archiving, and preservation/conservation (both physical and digital).

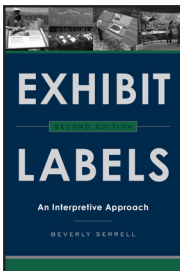
If you have a book idea in one of these (or other topics), please let Charles know!

He can be reached at [charmon@rowman.com](mailto:charmon@rowman.com) or by phone at 212-529-3888, ext. 305.

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## Essential New Books for Museum Professionals

800.462.6420 • Order online at [www.rowman.com](http://www.rowman.com)



### Exhibit Labels

#### AN INTERPRETIVE APPROACH

SECOND EDITION

By Beverly Serrell

2015 • 376 pages

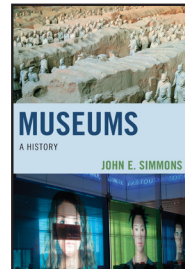
978-1-4422-4903-5 • \$39.95 / £24.95 • Paper

978-1-4422-4902-8 • \$80.00 / £52.95 • Cloth

978-1-4422-4904-2 • \$38.99 / £24.95 • eBook

"Do museum visitors even read wall labels anymore? And if they do, how can writers make these short texts engaging and educational at once? *Exhibit Labels* takes an optimistic approach to answering these questions, positing that wall text can indeed be effective when well written and smartly designed. . . . Throughout, author Beverly Serrell shares her insights from nearly four decades of providing advice on exhibits for all manner of museums." —**MUSEUM**

*Exhibit Labels* is a vital reference tool for all museum professionals. Beverly Serrell presents the reader with excellent guidelines on the process of exhibit label planning, writing, design, and production.



### Forthcoming Museums

#### A HISTORY

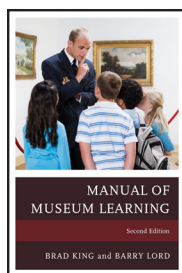
By John E. Simmons

May 2016 • 370 pages

978-1-4422-6362-8 • \$85.00 / £54.95 • Cloth

978-1-4422-6363-5 • \$84.99 / £54.95 • eBook

This new and comprehensive history of museums tells the story of how collections of rare and marvelous things evolved into the diverse array of contemporary museums, considers what we can learn of the worldview of collectors from the way that collections are organized, and examines the variety of museums around the world as evolving institutions serving the societies in which they are created. Most of the books on museum history published during the last decade have focused on some specialized aspect of museum history rather than a comprehensive treatment of the subject. What sets *Museums: A History* apart is its long view of history, global coverage, and inclusive view of museums.



## The Manual of Museum Learning

SECOND EDITION

Edited by Brad King and Barry Lord

December 2015 • 270 pages

978-1-4422-5847-1 • \$55.00 / £37.95 • Paper

978-1-4422-5846-4 • \$110.00 / £75.00 • Cloth

978-1-4422-5848-8 • \$54.99 / £37.95 • eBook

Museum learning is a vital component of the lifelong-learning process. In this new edition of *The Manual of Museum Learning*, leading museum education professionals offer practical advice for creating successful learning experiences in museums and related institutions (such as galleries, zoos, and botanic gardens) that can attract and intrigue diverse audiences. This second edition focuses on the ways museum staffs (and the departments for which they work) can facilitate the experience in a way that capitalizes on their individual institutional strengths. The goal of this new edition is to provide museums with guidance in developing a strategic approach to their learning programs.

## Museum and Historic Site Management

A CASE STUDY APPROACH

By Samantha Chmelik

AASLH Book Series

2015 • 188 pages

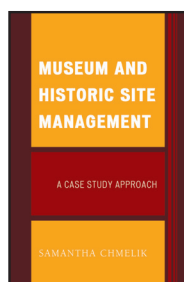
978-1-4422-5638-5 • \$29.00 / £19.95 • Paper

978-1-4422-5637-8 • \$65.00 / £44.95 • Cloth

978-1-4422-5639-2 • \$28.99 / £19.95 • eBook

"This is a most welcome and long-needed book. Museum professionals and public history educators will greatly benefit from Chmelik's imaginative and useful case-studies. It belongs on every museum studies required reading list." —Ted Karamanski, Loyola University Chicago

*Museum and Historic Site Management* utilizes the classic business case study approach to help museum and public history professionals think through different scenarios and understand/anticipate different points of view in resolving issues. The 30 case study topics include board management, fundraising, personnel planning, technology, and financial planning.



## Museums 101

By Mark Walhimer

2015 • 254 pages

978-1-4422-3018-7 • \$32.00 / £22.95 • Paper

978-1-4422-3017-0 • \$75.00 / £49.95 • Cloth

978-1-4422-3019-4 • \$31.99 / £22.95 • eBook

"*Museums 101* is a straight forward 'how-to' book for people new to the field of museums and for those interested in entering professions in the museum field. A perfect book to hand to a new volunteer, new staff or board member and say 'here are the basics.'"

—Van A. Romans, president, Fort Worth Museum of Science and History

Wish you were able to have one of the world's leading museum consultants spend a couple of days with you, talking you through how to start a museum, how museums work, how to set up an exhibit, and more? If so, *Museums 101* is the answer to your wishes.

Forthcoming

## Measuring Museum Impact and Performance

THEORY AND PRACTICE

By John W. Jacobsen

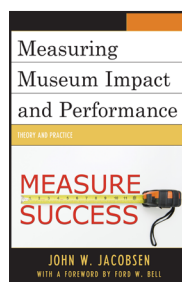
February 2016 • 180 pages

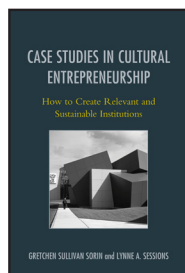
978-1-4422-6330-7 • \$32.00 • Paper

978-1-4422-6329-1 • \$75.00 • Cloth

978-1-4422-6331-4 • \$31.99 • eBook

Based on extensive research and decades of experience, museum analyst and planner John W. Jacobsen provides both the theoretical underpinnings and the operational pragmatics of measuring any museum's intentional impact and performance by using 1,025 indicators drawn from 51 expert sources. *Measuring Museum Impact and Performance* provides museum professionals internationally with a clear, very open process that will improve their museum's value and performance by selecting indicators that monitor whether they are realizing their desired public, private, personal and institutional values. The book is not prescriptive, but liberating, as the framework recognizes that each museum needs to decide on its own purposes and priorities.





## Case Studies in Cultural Entrepreneurship

### HOW TO CREATE RELEVANT AND SUSTAINABLE INSTITUTIONS

*Edited by Gretchen Sullivan Sorin and Lynne A. Sessions*  
**AASLH Book Series**

2015 • 118 pages

978-1-4422-3008-8 • \$35.00 / £23.95 • Paper

978-1-4422-3007-1 • \$75.00 / £49.95 • Cloth

978-1-4422-3009-5 • \$34.99 / £23.95 • eBook

"This collection is a welcome addition to the literature and the ongoing conversation of relevancy and sustainability in our institutions and museums."

—AASLH HISTORY NEWS

*Case Studies in Cultural Entrepreneurship* offers 5 case studies that demonstrate the critical role entrepreneurs and entrepreneurial thinking play in reinventing cultural organizations to make them relevant and sustainable for the twenty-first century and beyond. Through the twin lenses of cultural entrepreneurship and organizational change, these readable and inspirational cases offer an in-depth analysis of how a variety of cultural organizations—small and large; local, regional and national; museums and arts organizations—have found opportunities in complex situations to create new identities and missions and, in doing so, have revitalized their organizations and in many cases, surrounding communities.

## Basic Condition Reporting

### A HANDBOOK

FOURTH EDITION

*By Southeastern Registrars Association*

*Edited by Deborah Rose Van Horn, Heather Culligan, and Corinne Midgett*

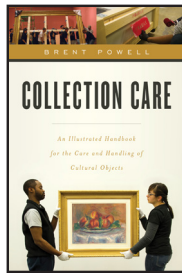
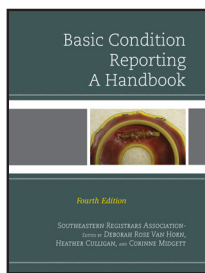
2015 • 148 pages

978-1-4422-4771-0 • \$45.00 / £29.95 • Paper

978-1-4422-4770-3 • \$90.00 / £60.00 • Cloth

978-1-4422-4772-7 • \$44.99 / £29.95 • eBook

*Basic Condition Reporting* proffers a standard vocabulary for all of the individuals in a museum who may be conducting condition reports.



## Collection Care

### AN ILLUSTRATED HANDBOOK FOR THE CARE AND HANDLING OF CULTURAL OBJECTS

*By Brent Powell*

2015 • 360 pages

978-1-4422-3882-4 • \$45.00 / £29.95 • Paper

978-1-4422-3881-7 • \$90.00 / £60.00 • Cloth

978-1-4422-3883-1 • \$44.99 / £29.95 • eBook

"Anyone who manages a collection, or puts on a pair of gloves to move a small bronze, or packs a large sculpture for shipment overseas, should profit from reading *Collection Care*." —Mervin Richard, National Gallery of Art, Washington, D.C.

*Collection Care* provides a solid overview of basic collection care procedures and policies. The topics covered address the decision making criteria and risk assessment solutions involved in the best practices for handling art and artifacts. Technical subjects will cover proven techniques, materials, equipment and address problem solving assessment and current solutions. The comprehensive overview of staff responsibilities, relationships, and training will bring the book to a conclusion of addressing the unison of all professionals responsible for proper handling and caring for collections.

## Nomenclature 4.0 for Museum Cataloging

### ROBERT G. CHENHALL'S SYSTEM FOR CLASSIFYING CULTURAL OBJECTS

FOURTH EDITION

*Edited by Paul Bourcier, Heather Dunn, and The Nomenclature Task Force*

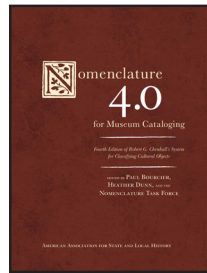
**AASLH Book Series**

2015 • 752 pages

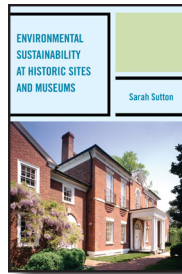
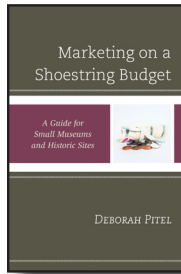
978-1-4422-5098-7 • \$115.00 / £75.00 • Cloth

978-1-4422-5099-4 • \$114.99 / £75.00 • eBook

*Nomenclature 4.0 for Museum Cataloging* is an updated and expanded edition of Robert G. Chenhall's system for classifying human-made objects, originally published in 1978. The Chenhall system is the standard cataloging tool for thousands of museums and historical organizations across the United States and Canada.







## Membership Marketing in the Digital Age

### A HANDBOOK FOR MUSEUMS AND LIBRARIES

By Patricia Rich, Dana S. Hines, and Rosie Siemer

AASLH Book Series

December 2015 • 446 pages

978-1-4422-5981-2 • \$45.00 / £29.95 • Paper

978-1-4422-5980-5 • \$90.00 / £60.00 • Cloth

978-1-4422-5982-9 • \$44.99 / £29.95 • eBook

*Membership Marketing in the Digital Age* is a membership manager's reference book to what works and how on relevant topics such as member acquisition, membership planning and projections, membership retention and renewals, membership servicing, engagement, and loyalty. It features over seventy illustrations including reproductions of marketing pieces and management tools used by leading museums and libraries across the country. Here's a book that will help your museum or library generate many times the purchase price through better practices that will increase your membership many times over.

## Free and Easy Website Design for Museums and Historic Sites

By Kelsey J. S. Ransick

AASLH Book Series

November 2015 • 290 pages

978-1-4422-5580-7 • \$36.00 / £24.95 • Paper

978-1-4422-5579-1 • \$65.00 / £44.95 • Cloth

978-1-4422-5581-4 • \$35.99 / £24.95 • eBook

Alongside a general introduction to website development and design, this book features instructional guides for four of the most popular WYSIWYG editors. With an eye to the specific needs of museums and historic sites, *Free and Easy Website Design for Museums and Historic Sites* leads readers through the process of building an online presence and adapting various technologies for museum use. This book emphasizes the importance of harnessing the power of the Internet for cultural institutions.

Forthcoming

## Marketing on a Shoestring Budget

### A GUIDE FOR SMALL MUSEUMS

### AND HISTORIC SITES

By Deborah Pitel

AASLH Book Series

February 2016 • 140 pages

978-1-4422-6351-2 • \$35.00 / £23.95 • Paper

978-1-4422-6350-5 • \$75.00 / £49.95 • Cloth

978-1-4422-6352-9 • \$34.99 / £23.95 • eBook

Here's a one-stop marketing guide just for small museums and historic sites. In an age when many local historical associations and museums take money from their marketing budget because resources are tight, which can start a vicious cycle of reduced marketing reach, lower visitation, and then even less money for marketing, this guide will help those who need it the most expand their marketing reach as inexpensively as possible. In *Marketing on a Shoestring Budget*, Deborah Pitel covers the pros and cons of each promotional tool so they can judge what is best for their organization. She writes specifically for colleagues who have no formal marketing training and have to work off the "trial and error" method.

## Environmental Sustainability at Historic Sites and Museums

By Sarah Sutton

AASLH Book Series

2015 • 228 pages

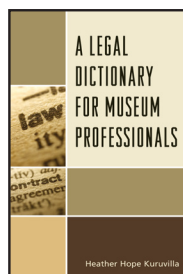
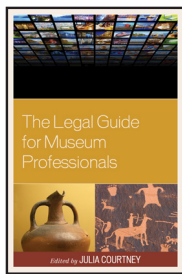
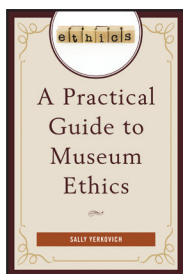
978-0-7591-2443-1 • \$29.95 / £19.95 • Paper

978-0-7591-2415-8 • \$80.00 / £52.95 • Cloth

978-0-7591-2416-5 • \$28.99 / £19.95 • eBook

"Sarah Sutton's highly practical and focused approach to environmental sustainability in museums and historic sites provides an ideal balance of everyday professional concerns and profound awareness of the state of our planet. She effectively cuts through the complexities of the issue to arrive at the most common sense approaches to achieve a solid net improvement in sustainability practices. By showing just how doable an improved sustainability can be, and how relevant to our missions, Sutton has crafted a message that is as implementable as it is inspirational."

—AASLH HISTORY NEWS



### Forthcoming

## A Practical Guide to Museum Ethics

By Sally Yerkovich

March 2016 • 240 pages

978-1-4422-3163-4 • \$35.00 / £23.95 • Paper

978-1-4422-3162-7 • \$85.00 / £54.95 • Cloth

978-1-4422-3164-1 • \$34.99 / £23.95 • eBook

Grounded in a series of case studies, this guide leads the reader through the process of making ethical decisions about dilemmas encountered while working in museums in chapters dealing with accessibility, disability, and diversity; collections; conflict of interest; governance; management; deaccessioning; and accountability and transparency.

### Forthcoming

## Art Law

### A CONCISE GUIDE FOR ARTISTS, CURATORS, AND ART EDUCATORS

By Michael E. Jones

February 2016 • 250 pages

978-1-4422-6315-4 • \$45.00 / £29.95 • Paper

978-1-4422-6314-7 • \$95.00 / £60.95 • Cloth

978-1-4422-6316-1 • \$44.99 / £29.95 • eBook

*Art Law* provides a dynamic survey of topical legal and ethical issues that confront museums that acquire and display art, auction houses that sell art, libraries that exhibit art, foundations that support artists, and artists that create art. This concise book is written as a tool for art educators, museum studies students, art law and business programs, and artists looking for clear and readable descriptions and answers to the relevant legal issues facing the art world community.

## The Legal Guide for Museum Professionals

Edited by Julia Courtney

2015 • 316 pages

978-1-4422-3042-2 • \$35.00 / £23.95 • Paper

978-1-4422-3041-5 • \$75.00 / £49.95 • Cloth

978-1-4422-3043-9 • \$34.99 / £23.95 • eBook

"At last we have a practical and accessible resource to understand current and critical issues at the intersection of law and museums today, authored by thought leaders in the field." —**Van Shields, Berkshire Museum**

From intellectual property law to navigating the hazards of social media, de-accessioning concerns to governance law, copyright, intellectual property law, and rights and reproduction questions to issues of public trust, *The Legal Guide for Museum Professionals* provides answers and action steps for mid to small-sized museums of all disciplines.

### Forthcoming

## A Legal Dictionary for Museum Professionals

By Heather Hope Kuruville

February 2016 • 310 pages

978-1-4422-6342-0 • \$65.00 / £44.95 • Cloth

978-1-4422-6343-7 • \$64.99 / £44.95 • eBook

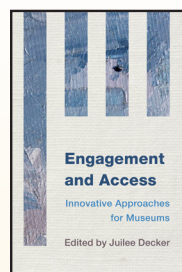
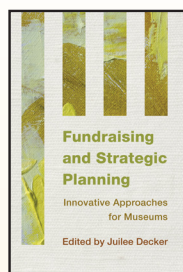
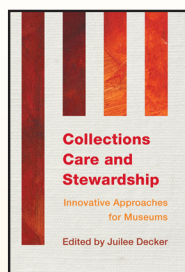
Presented in an easily-digestible format, this go-to desktop reference guide provides explanations and clarifications on a variety of issues and concerns facing today's museum professional, including intellectual property issues, including copyright, trademark, service marks, and fair use; corporate issues, including non-profit status and tax exempt status; and governance issues, including trustees and fiduciary duties. Written by a museum director who holds a law degree and has practiced law, *A Legal Dictionary for Museum Professionals* is intended to be kept within arm's reach at a desk and be the first stop for a professional when a question arises.

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## Innovative Approaches for Museums series



### Collections Care and Stewardship INNOVATIVE APPROACHES FOR MUSEUMS

*Edited by Juilee Decker*

2015 • 112 pages

978-1-4422-3879-4 • \$45.00 / £29.95 • Paper

978-1-4422-3880-0 • \$44.99 / £29.95 • eBook

"As an educator, it was extremely useful to see innovative practices of co-creation, public engagement, and student learning in the collections and preservation activities of museums, both small and large. The volume's authors seriously address ways in which collections care and curation can be more transparent to our visitors and communities, bringing collections activities into the learning ecosystem of a museum."  
—Michael Murawski, Portland Art Museum

*Collections Care and Stewardship* considers best practices and innovations related to documenting collections with regard to movement and safe handling of items for transport, display, photography, and treatment; collections storage; and information-sharing within and beyond the museum.

### Fundraising and Strategic Planning INNOVATIVE APPROACHES FOR MUSEUMS

*Edited by Juilee Decker*

2015 • 124 pages

978-1-4422-3877-0 • \$45.00 / £29.95 • Paper

978-1-4422-3878-7 • \$44.99 / £29.95 • eBook

*Fundraising and Strategic Planning* appraises strategies museums employ to raise funds including admission prices, membership categories, donor and affinity groups, and specialized event-driven efforts while examining new crowdfunding models such as Kickstarter and Indiegogo.

### Technology and Digital Initiatives INNOVATIVE APPROACHES FOR MUSEUMS

*Edited by Juilee Decker*

2015 • 114 pages

978-1-4422-3873-2 • \$45.00 / £29.95 • Paper

978-1-4422-3874-9 • \$44.99 / £29.95 • eBook

"*Technology and Digital Initiatives* is a wonderful summation of the state of the museum technology sector, circa 2015. It provides a comprehensive overview of a range of projects both big and small, and should prove to be an indispensable resource for museum veterans and newcomers." —Koven J. Smith, Blanton Museum of Art, The University of Texas at Austin

*Technology and Digital Initiatives* discloses the ways in which technology is used as a means of communicating with visitors through podcasts, apps, websites, and blogs; as an educational enhancement through off-site e-learning and onsite participation at interactive kiosks; and as non-site-based experiences through collaborative initiatives providing open access to collections worldwide.

### Engagement and Access INNOVATIVE APPROACHES FOR MUSEUMS

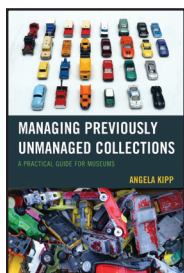
*Edited by Juilee Decker*

2015 • 120 pages

978-1-4422-3875-6 • \$45.00 / £29.95 • Paper

978-1-4422-3876-3 • \$44.99 / £29.95 • eBook

This book addresses how museums forge two-way communication and engaged participation through the use of community curation, social media, collaboration, and inquiry-based learning. Such approaches demonstrate how museums serve as thriving, central gathering places in communities and offer meaningful, creative educational experiences.



## Forthcoming Managing Previously Unmanaged Collections

### A PRACTICAL GUIDE FOR MUSEUMS

By Angela Kipp

April 2016 • 150 pages

978-1-4422-6348-2 • \$32.00 / £22.95 • Paper

978-1-4422-6347-5 • \$75.00 / £49.95 • Cloth

978-1-4422-6349-9 • \$31.99 / £22.95 • eBook

Managing previously unmanaged collections can be challenging. The process of securing the collection and making it accessible needs the mindset of a collections manager as well as the one of a project manager. The target audience is museum professionals with a basic training in collections care that are confronted with collections that are either large in numbers (1000+ artifacts) or stored confusingly, or both.

The book is a step-by-step guide how to approach this situation, assuming that there's nothing to start with but a collection that has to be accessioned and the person who is assigned to do it. It is about how to bring order into the chaos, to define what is needed in terms of time, money, staff and material, to spot facility issues and potential dangers and to use the power of networking to solve an otherwise unsolvable task.

## Forthcoming Recruiting and Managing Volunteers in Museums

### A HANDBOOK FOR VOLUNTEER MANAGEMENT

By Kristen Van Hoven and Loni Wellman

AASLH Book Series

January 2016 • 120 pages

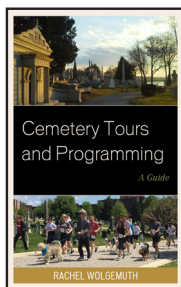
978-1-4422-6251-5 • \$32.00 / £22.95 • Paper

978-1-4422-6250-8 • \$65.00 / £44.95 • Cloth

978-1-4422-6252-2 • \$31.99 / £22.95 • eBook

We are in the middle of a museum paradigm shift and a new type of museum volunteer is emerging from the community. Non-profit volunteers are looking for unique and satisfying ways to engage in their communities and museums are primed to offer just the experiences these volunteers are looking for. Here's a practical exploration of the differences between the "then" and "now" volunteers and solid advice on volunteer recruitment, communication, and retention strategies.

This guide highlights successful projects, incentives, and general museum culture which support volunteer activities and includes examples of Volunteer Job Descriptions, Calls for Volunteers, Evaluation forms, as well as volunteer project outlines.



## Forthcoming Cemetery Tours and Programming A GUIDE

By Rachel Wolgemuth

AASLH Book Series

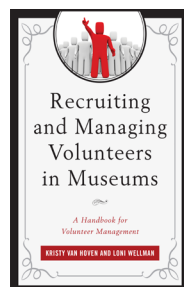
February 2016 • 110 pages

978-1-4422-6318-5 • \$35.00 • Paper

978-1-4422-6317-8 • \$75.00 • Cloth

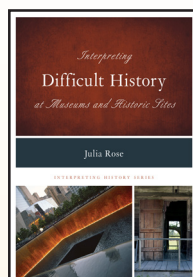
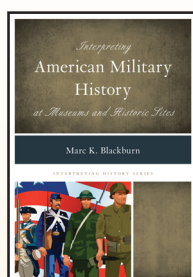
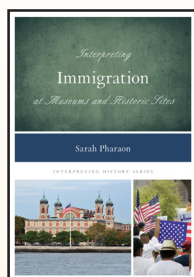
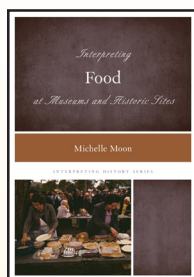
978-1-4422-6319-2 • \$34.99 • eBook

*Cemetery Tours and Programming* shows the range and opportunities of cemetery programming which go beyond the basic starting points like dog-walking or traditional historic walking tours. While most cemeteries do not have a large paid staff, the book is accessible to anyone (a paid staff, volunteers, a Friends Group or museum or historical society) looking to broaden the scope of how their local cemetery is utilized. While other books guide readers through the symbolism present in cemeteries or how to use a cemetery for genealogy, this is the only one on developing programming in cemeteries. It illustrates the reuses of both historic and contemporary burial grounds through the lenses of recreation, education, and reflection.





## AASLH Book Series • Interpreting History Series



### Interpreting Food at Museums and Historic Sites

By Michelle Moon

November 2015 • 230 pages

978-1-4422-5721-4 • \$35.00 / £23.95 • Paper

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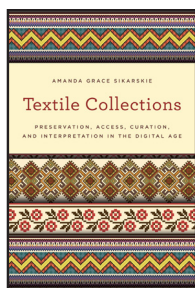
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