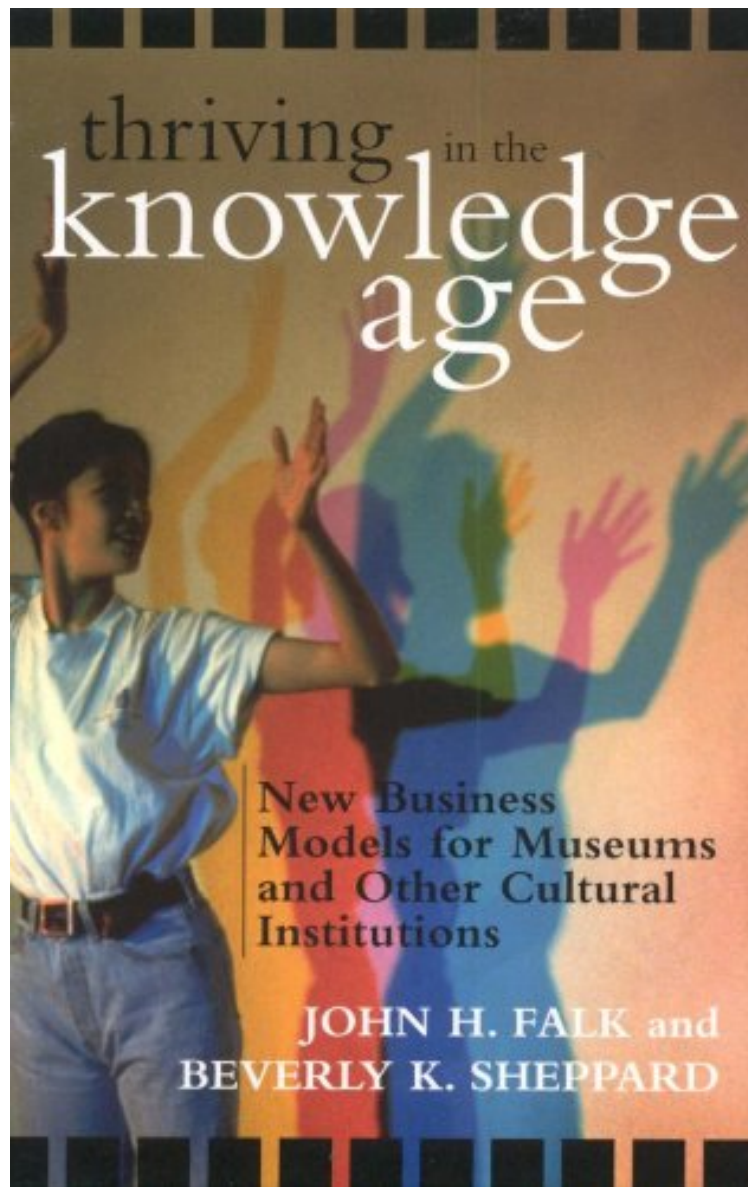


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Thriving in the Knowledge Age: New Business Models for Museums and Other Cultural Institutions

John H. Falk, Beverly K. Sheppard
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John H. Falk, Beverly K. Sheppard : Thriving in the Knowledge Age: New Business Models for Museums and Other Cultural Institutions before purchasing it in order to gauge whether or not it would be worth my time, and all praised Thriving in the Knowledge Age: New Business Models for Museums and Other Cultural Institutions:

0 of 0 people found the following review helpful. enjoyed this bookBy linda witmergood book for museum workers or students who want to work in a museum. Offers good thinking for a changing world0 of 0 people found the following review helpful. Inspiring!By Karen SiddallI read this as part of a work-related book club selection and was so glad that I did. Well written and interesting to read I found myself staying up late just to read one more chapter (something I really only do with all the genre fiction I'm addicted to.) The concepts have been researched and is presented along with the real world or actual settings and applications. So much could be used in whatever business you're in, and I found many connections to what I do and am working on.

In *Thriving in the Knowledge Age*, John Falk and Beverly Sheppard argue that museums require a radically new business model to survive the transition into the knowledge age. Only by shifting towards more personalized and community-based learning experiences can museums reverse the declining attendance figures of the twenty-first century. Written to provide clear answers to fundamental questions about the purpose and goals of the museum of the future, this visionary book is a must-have for museum professionals and trustees.

A most valuable read for those concerned about America's museums and cultural institutions, willing to confront realities, and uncertain what to do, and for those adventuring beyond traditional fundamentals of the model. Falk and Sheppard will challenge your thinking and give you ideas galore. (Frederick T. Miller, President, The Chatham Group)John Falk and Beverly Sheppard are two of the most thoughtful professionals in the museum field. *Thriving in the Knowledge Age* poses many questions that all museums and museum professionals should be pondering as they plan for the future. (Jeff Rudolph, President, California Science Center)This insightful, thought-provoking, and practical book is a must for museums of all sizes and disciplines. Its invaluable information will enable museums to create new business models that center effective and relevant public service at the heart of their work. (Irene Hirano, President and CEO, Japanese American National Museum)The need for museums and other cultural institutions to rise to new levels of relevancy, in order that they be maximally useful to society, and thereby also sustainable, is the major context for this timely book. For leaders and managers who are currently importing a business-like approach to their strategic and operational planning, which arguably ought to be a growing majority of us, John Falk and Beverly Sheppard have valuably integrated their knowledge and vision. (Emlyn Koster, President and CEO, Liberty Science Center)The two authors represent very different aspects of the museum world science and history, academic and practitioner. Their collaboration has resulted in a valuable book for both new and veteran professionals. (Muse)This is a 'must read' for everyone who leads America's museums, works in these institutions, and believes in them as a vital part of American life. *Thriving in the Knowledge Age* may help each of us flourish with its creation of a new business model . . . a model which might also become essential to our very survival. (Kathy Dwyer Southern, President and CEO, National Children's Museum)About the AuthorJohn Falk is internationally known for his investigations and writings about free-choice learning including *Learning from Museums* (AltaMira Press, 2000) and *Lessons without Limit: How Free-Choice Learning is Transforming Education* (AltaMira Press, 2002). Prior to founding and directing the Institute for Learning Innovation, he held several senior positions at the Smithsonian Institution including Director, Smithsonian Office of Educational Research and Associate Director, Smithsonian Environmental Research Center. Falk serves on the national board of the National Postal Museum, the editorial board of the journals *Curator*, *Journal of Museum Education* and *Science Education*, and is a member of several national advisory commissions. Beverly Sheppard assumed the position of President and CEO of Old Sturbridge Village in June 2002. Sheppard is the author of two publications referred to widely in the museum field: *Building Museum and School Partnerships and Museums, Libraries and the 21st Century Learner*, both of which address the educational mission of museums and the strengthening of that mission through collaboration.