



Alive to Change: Successful Retailing in Museums (2nd Edition)

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Leading retail professionals from some of the world's most visited and acclaimed museums and galleries share their secrets in this highly practical series of essays. These are people who are running some of the world's most successful, attractive - and profitable - museum shops. This full-colour, extended second edition provides a wealth of inspirational new ideas and strategies for ways in which museums and cultural organisations can boost both retail income and customer satisfaction - while helping realise their organisation's aims. The many key topics covered include: • increasing visitor spend • effective merchandising • ethical and sustainable retailing • how to survive difficult times • building your brand • trends for the future of museum retailing • effective new product development.

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