



Museum Store Management (American Association for State and Local History)

Mary Miley Theobald

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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.



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