



# Starting Right: A Basic Guide to Museum Planning (American Association for State and Local History)

*Gerald George, Cindy Sherrell-Leo*

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Because launching a new museum or expanding an already existing one can be a daunting task, it is imperative that you have sound advice. *Starting Right* provides this guidance in a handbook that was designed to explain the basics of museum planning in an evening's reading. Free of technical jargon, *Starting Right* defines what a museum is, both philosophically and historically, discusses the pros and cons of establishing your museum, outlines where to get help, and proffers advice on all aspects of museums from the choice of a building through collections care, registration, exhibitions, conservation, staffing, financial management and fund raising.

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