

Museum Retailing: A Handbook of Strategies for Success - Selected Articles by Andrew Andoniadis

This major new 400-page Handbook distils the exceptional experience of one of the world's leading museum store consultants, Andrew Andoniadis. A specialist in enhancing the profits of museum stores, Andrew has now advised on over 300 separate museum projects, and is a recipient of the Museum Store Association's Service Award.

The book is designed either to be read from cover to cover, or to act as a reference on specific issues. It aims to address both the art and the science of museum retailing. Key topics covered in some 60 practical, advice-packed chapters include: product selection, merchandising and display, customer service, layout and design, record-keeping, pricing and inventory management.

Throughout, the emphasis is on achieving better real-world results and on simple, effective implementation.

Publication details

Title: Museum Retailing: A Handbook of Strategies for Success

Author: Andrew Andoniadis

ISBN: 978-1-907697-00-5 (paperback) | 978-1-907697-08-1 (hardback)

Pages: 400

Publication date: 30 September

Publisher: MuseumsEtc

Price: £44.95 (paperback) | £74.95 (hardback)

Order your copy online at: www.museumsetc.com/?p=3204 (Use Discount Code AA10 to receive a £10 discount), or from other online stores or local bookstores.

Praise for Museum Retailing

Anyone in the museum retailing community can benefit greatly from Andrew's insights. He presents his knowledge in an organized and concise manner. Andrew's advice will motivate and inspire you to make your museum store all it can be.

Kelly Sullivan

Store Manager and Financial Analyst

University of Michigan Exhibit Museum of Natural History

Enlightening, enriching and completely relevant.

Dorian Lange

Development Officer

Seminole Ah-Tah-Thi-Ki Museum, Florida

Andrew is the dean of museum retailing and has helped innumerable museums sort out the issues of handling an internal business that is quite unlike their main occupation.

Dr James C. McNutt

President & CEO

National Museum of Wildlife Art

Andrew's book will be a wonderful resource to many.

Allyson Gamble

Utah State Capitol