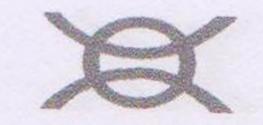
CONTENTS



Preface • 9

PART I • Theory

- 1. Introduction: Museums and Their Visitors 17
- 2. The Museum · 39
- 3. The Visitor 67
- 4. The Visit 91
- 5. Satisfaction 115
- 6. Memories · 129
- 7. The Museum Visitor Experience Model 157

PART II • Practice

- 8. Theory to Practice 181
- 9. Attracting and Building Audiences 185
- 10. Making Museums Work for Visitors 113
- 11. Institutional Value and Accountability 239

Notes • 253

References • 275

Index · 291

About the Author • 301