



# Museum Retailing: A Handbook of Strategies for Success

*Andrew Andoniadis*

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# Museum Retailing: A Handbook of Strategies for Success

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## **Museum Retailing: A Handbook of Strategies for Success** Andrew Andoniadis

This major Handbook distils the exceptional experience of one of the world's leading museum store consultants, Andrew Andoniadis. Specializing in enhancing the profits of museum stores, he has now advised on over 300 separate 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 include: product selection; merchandising and display; customer service; layout and design; record-keeping; and pricing and inventory management. Throughout, the emphasis is on achieving better real-world results and on simple, effective implementation.

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