



Manual of Digital Museum Planning

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Digital technology penetrates everything you do. When considering digital, it is best to think you have a physical building and virtual building. This book explains how to plan, build and successfully manage the electronic architecture that houses your institution in the 21st century. It provides:

- A primer on concepts: What you absolutely have to know about networks, hardware, software, UI, data.
- An overview of the virtual building that can give your organization presence anywhere in the world.
- The information you need to help you adopt the omnichannel approach used by retail, sport and entertainment: Giving visitors *what* they want, *when* they want it, *how* they want it.

The manual features these seven major parts:

1. Principles of Development
2. Infrastructure
3. Operations
4. Data
5. Visitors
6. Business Models
7. Digital Art

Here is the companion museum staff and leadership are looking for to help develop museums in and for the digital age.

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