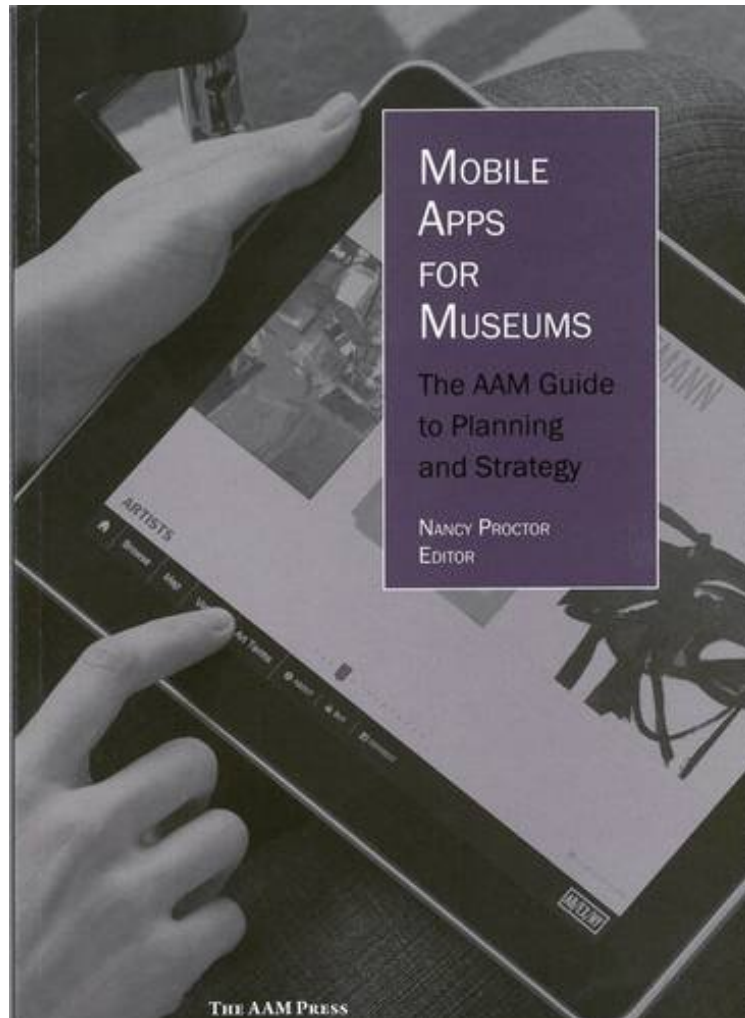


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0 of 0 people found the following review helpful. excellent book. Delivered on-timeBy Trevor SteinbachJust what needed, excellent book. Delivered on-time!2 of 4 people found the following review helpful. The Brave New World in ContextBy HNiyaziThis is an important publication in the primordial world of mobile strategy for museums. Edited by Dr. Nancy Proctor, who has played an integral role in mobile strategy at the Smithsonian Institute.The volume features essays by a variety on contributors in this field, exploring the relevant metrics, and documenting the challenges being

faced by institutions seeking to embrace the potential of mobile devices to educate and promote a new "social" mode of attendance in the museum space. The case studies are particularly noteworthy, and essential reading for any cultural organisation considering a mobile device strategy to engage their consumer base. We look forward to further publications in this exciting field, populated by innovative and forward thinking practitioners. 5 of 10 people found the following review helpful. Unfortunate By Museum Professional It is unfortunate that the author claims to be an expert in the field, since she has very little actual work in the field herself to demonstrate expertise. Museum mobile efforts are insular to the point of being obtuse about what the rest of the world is doing. This book strongly reflects this perspective. Myopic, self-congratulatory, and short-sighted are three characteristics of the text as a whole.

Mobile is changing the way museums do business-whether they are aware of it or not. As 'the people formerly known as the 'audience' increasingly expect information and experiences on demand, whenever and wherever they are, the market is growing for mobile products and services for and about museums. With today's new networked mobile devices-smartphones, tablet computers and Wi-Fi-enabled media players-two-way communication models are now easier and on the rise. And as the rise of mobile, and mobile apps specifically, reshapes the museum's thinking about its digital interfaces, it broadens access to the museum exponentially. Not only are more people able to connect with the museum through their mobile devices, but there is also the potential for them to personalize their museum experience, integrating collections, exhibitions, and other offerings into a much broader range of use-case scenarios than we have ever imagined. The museum can not only enter people's homes and classrooms, but can also be part of their daily commutes, their international travel, and their work and leisure activities as never before. How will museums understand and cater to this huge range of contexts and demands for cultural content? This collection of thoughtful essays and insightful case studies by leading practitioners is intended to help guide the museum in its planning and strategy as it explores this exciting new terrain. *Mobile Apps for Museums* examines the promise and potential of mobile apps in expanding exponentially the museum's audience outreach and engagement.