



Beyond the Turnstile: Making the Case for Museums and Sustainable Values

Selma Holo, Mari-Tere Alvarez

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Beyond the Turnstile argues that museums are indispensable to civil society, especially in an era in which museums often are reduced to cultural businesses or "edu-tainment" sites. Is it inevitable that a museum's success will be measured solely by how many people come through the door and how much money they spend? The eminent contributors to this volume provide museum leaders with a different set of criteria for evaluating the success of their museums, proposing a set of sustainable values that can help museums preserve themselves and advance their social mission in hard times--and help them thrive when times improve. While attendance and money will continue to count and be counted in our museums, numbers alone can never drive sustainable success. Only the unique dynamic identity that a museum can claim will do that.

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