



Thriving in the Knowledge Age: New Business Models for Museums and Other Cultural Institutions

John H. Falk, Beverly K. Sheppard

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In *Thriving in the Knowledge Age*, John Falk and Beverly Sheppard argue that museums require a radically new business model to survive the transition into the knowledge age. Only by shifting towards more personalized and community-based learning experiences can museums reverse the declining attendance figures of the twenty-first century. Written to provide clear answers to fundamental questions about the purpose and goals of the museum of the future, this visionary book is a must-have for museum professionals and trustees.

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