

Readings on trends and shifts that affect museums

Culture and Context

David Brooks *BOBOS* in Paradise: The New Upper Class and How They Got There. (*Bourgeois Bohemians).* Let's understand what happened to yuppies, and what the change means for us.

On Paradise Drive: How We Live Now (And Always Have) in the Future Tense. We see the future from the present – what does our optimism mean down the road?

Thomas L. Friedman *The Lexus and the Olive Tree: Understanding Globalization.* How does the world work now, and where are we within it?

The World is Flat: A Brief History of the Twenty-first Century. We need to pay attention to this new view.

Malcolm Gladwell *The Tipping Point.* This essay on the importance of small things and interconnectedness should cause us to look for links and possibilities.

Robert D. Putnam *Bowling Alone: The Collapse and Revival of American Community.* Putnam provides an important reassessment of the state of civic life in America: how does this town compare?

John Seabrook *Nobrow: The Marketing of Culture-The Culture of Marketing.* How can museums play on the small and large grids at the same time?

Business (Not as Usual)

Tim Berners-Lee *Weaving the Web: The Original Design and Ultimate Destiny of the World Wide Web, by Its Inventor.* See especially Chapter 14 on the future of the Web.

Jim Collins *Good to Great.* Truly exceptional companies do have habits that set them apart in the long run: can museums compare?

Good to Great and the Social Sectors: A Monograph to Accompany Good to Great. Collins says business thinking is not the answer for non-profits. How do we measure the greatness of our work?

B. Joseph Pine and James H. Gilmore *The Experience Economy: Work is Theatre and Every Business a Stage.* Can we go the next step in providing transformational experiences for our audiences?