

ers for adopting sustainable practices. This would require a revived research and extension effort dedicated to sustainable agriculture and federally supported marketing cooperatives to find markets for niche products. Additionally, Cochrane proposes an active antimonopoly division for agriculture in the Justice Department, a farm credit program that would allow family farms to restructure debt into long-term, low-interest loans, and a large grain reserve that would moderate price swings and provide humanitarian relief.

Cochrane acknowledges that these proposals are more responsive to social and environmental concerns than to political reality, but he argues persuasively that his ideas offer more hope than the alternatives. Free markets, even global markets, simply offer more of the same—fewer and fewer farms producing ever more food. Political solutions that continue cash payments to farmers only serve to benefit large producers at the expense of small and midsize farms. Cochrane's vision offers a dramatically different future that might be the only way to maintain a rural America that is socially and environmentally sustainable. In short, Cochrane makes a case that the visionary path has become the necessary one.

Museum Administration: An Introduction, by Hugh H. Genoways and Lynne M. Ireland. American Association for State and Local History Book Series. Walnut Creek, CA: AltaMira Press, 2003. xi, 403 pp. References, index. \$80.00 cloth, \$29.95 paper.

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A book with the title *Museum Administration* may not make many best-seller lists, but this publication has much to offer. The book grew out of a class taught by Hugh Genoways and Lynne Ireland at the University of Nebraska and is aimed at those seeking careers or holding positions in museums. Why might readers of the *Annals of Iowa* find it useful? Because many are themselves active in local museums, and for those without training or previous experience, this book provides a comprehensive overview of important matters necessary for proper museum operation.

In 15 chapters the authors cover topics ranging from strategic planning, governance, and legal and ethical issues to personnel, facilities management, fundraising, marketing, collections management, and programming. Exercises and case studies allow readers to practice what they are learning.

Some chapters are particularly strong. "Budgets and Accounting" should be very useful to organizations needing to strengthen their financial systems. It provides a clear picture of how to track where money comes from, where it goes, and what it really costs to do museum business. The chapter on development (fundraising) is equally strong. Many readers will also benefit from the discussion of important legal issues. Collections management, a subject sometimes difficult for new board members, is discussed clearly and thoroughly. The emphasis on planning makes this book especially useful for leaders of organizations ready to develop a strategic plan or planning to hire a director for the first time.

The book does, however, fall short in a few respects. Because the focus is on museums, it does not address some topics of interest to historical organizations. Historic preservation, for example, is not included. Readers looking for ideas on public programs for history museums also may be disappointed with the relatively brief chapter on programming, although a bibliography does suggest sources for further reading. Another drawback is that not all of the material covered applies to smaller organizations. But readers who initially think this book is not for them should be patient. You can skip things that clearly do not apply to small organizations and concentrate on the many useful ideas you can bring to your situation.

Museum Administration evolved from the authors' wide-ranging experience. Their perspective that museums exist for a public purpose permeates the book. Although many readers may end up using only parts, it deserves a place on the reference shelf of every historical organization.

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