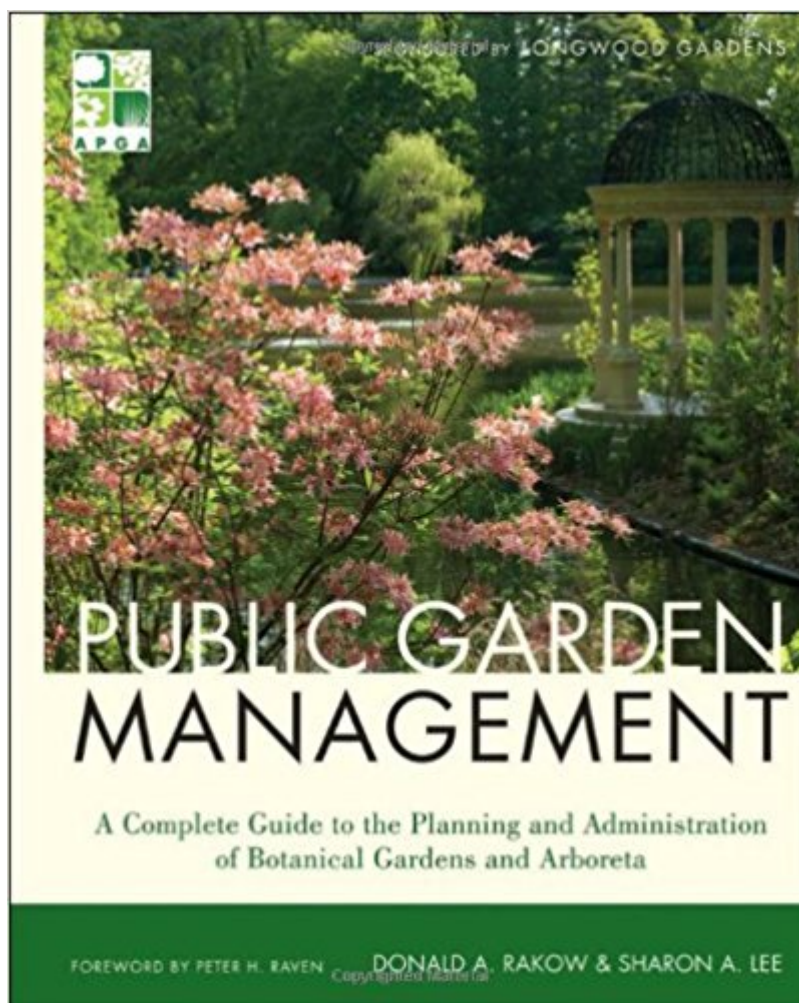


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Public Garden Management: A Complete Guide To The Planning And Administration Of Botanical Gardens And Arboreta



Synopsis

The complete-and-ready reference for establishing, managing, and running a successful and sustainable, profitable public garden As unique museums with living collections of plants, public gardens offer visitors aesthetically beautiful landscapes combined with educational programming and scientific research that promote the value and understanding of plants. In the twenty-first century, public gardens are in the forefront of organizations and institutions committed to promoting the conservation of plants and their habitats, developing sustainable practices that support the environment, and providing green spaces where our increasingly stressed and urbanized citizens can reconnect with the natural world. It is critically important that such institutions have trained, knowledgeable staff members. Because of its comprehensive examination of public gardens, *Public Garden Management* is the ideal guide for staff members at public gardens, anyone considering a career in public gardens, groups starting a botanical garden or arboretum, and students discovering how these complex institutions work. *Public Garden Management* is an all-in-one professional reference and textbook that clearly shows how to develop, establish, manage, and maintain a sustainable—both economically and environmentally—public garden. Offering practical coverage of relevant topics, along with useful tools for reinforcing study, this insightful and forward-thinking guide is: Copublished by the American Public Gardens Association Written by a panel of leading experts in the field Filled with dozens of case studies that are real-world illustrations of the principles explored in the text Illustrated throughout with line drawings, figures, and photographs that assist in conveying critical information Students and professionals will benefit greatly from the management principles outlined in this book, helping them establish and maintain new and existing public gardens that engage, inspire, and connect with their communities.

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Customer Reviews

Donald A. Rakow, PhD, serves as the Elizabeth Newman Wilds Director of Cornell Plantations, as well as Director of the Cornell Graduate Program in Public Garden Leadership. Actively involved in horticultural associations and education initiatives at many levels, Rakow is a frequent speaker at conferences and has been honored with the APGA Service Award, for his service on American Public Gardens Association's board of directors and many of its committees. Sharon A. Lee is the principal of Sharon Lee & Associates, a communications consulting firm, and is the former deputy director of the American Public Gardens Association and the founding editor of the *Public Garden*, the journal of the American Public Gardens Association.

This book is essential reading for those who want to start a public garden. It is packed with useful advice from those with experience. It is easy to read but not simplistic. The coverage is comprehensive and useful; for example it explores design, financing, staffing and infrastructure. The majority of the book functions like a handbook; very practical,. There are many case studies which provide real world examples about how problems are solved. There are examples from large established gardens and from new emerging gardens. 75% of the membership of the American Public Gardens Association (APGA) are small and emerging gardens. Apparently there is a growing interest in starting public gardens. According to the APGA "the majority of those who make phone inquiries to the association ask, "How do I start a public garden?" This book answers that question.

Gave a great overview view on how gardens are set up. Would like more examples of organizational structures. Good reference book.

First off - kudos to editors Don Rakow and Sharon Lee for getting this book out; with well over 30 authors, I can't imagine the amount of "cat herding" involved. A monumental effort indeed! I was provided a review copy - I currently teach a one-credit Public Gardens course (university) that focuses mostly on hands-on horticulture; I look forward to developing it into a more complete course with the help of this wonderful text. Many pages are already dog-eared and sticky notes protrude throughout. *Public Garden Management* covers all the bases with the chapters arranged in a logical sequence. The editors have done a great job with smoothing out and making less noticeable the

differences among writing styles - always an issue with multi-author efforts. As noted by previous reviewers, there is some overlap among chapters; for example Chapter 26, The Shape of Gardens to Come, spends several pages reiterating content already provided by other chapters including History and Significance of Public Gardens. I'm sure overlap would be resolved in subsequent editions. There's only one downside: frankly, Wiley dropped the ball on the color issue. What other book featuring gardens, public or otherwise, is in black and white??? The visual appeal of all aspects of these gorgeous gardens, from plants to designs, is lost. If one intends to use this as a textbook, it simply looks dated to the current generation. Would rather pay more and have it in color. All in all, a terrific guide and resource that I'm sure I'll reach for time and time again.

While many of the management lessons offered in Public Garden Management by Donald Rakow and Sharon Lee can be applied to any good, solid business operation, it is an excellent -- and long overdue -- manual for every level and discipline needed to successfully run a public garden and arboreta. Heretofore, botanical garden managers learned on the job or by trial and error. Public Garden Management is a very welcome solution to creating better garden management. The book is a hands-on guide - written by established professionals and leaders in their respective fields: Fund Raising, Education, Community Outreach and Public Relations and Marketing Communications. (Full disclosure: I provided the chapter on Public Relations and Marketing Communications). The book is a unique reference guide destined to become the must-have manual for those presently working in the special world of living museums who want to expand their knowledge and skill set. Or the Garden's Boards charged with management oversight. The book is also ideal for those who are considering a career in a public garden -- and students of any kind who are interested in becoming a public garden manager. Copublished by the American Gardens Association, the manuscript is a complete examination of a botanic garden's operations. The case studies and visual illustrations are presented in such a way that anyone interested in how to adopt best practices will benefit from the book. As the literature for Public Garden Management claims, "... public gardens are in the forefront of organizations and institutions committed to promoting conservation...and developing sustainable practices that support the environment." Cultural institutions such as public gardens and arboreta that connect their communities to living collections deserve this priceless management tool. Get it. You will refer to it very often as part of your management team!

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