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Sommario/riassunto	This volume presents practical examples to impart fundamental knowledge about the application of market research instruments in actual library practice. The focus is on applying methods and scenarios that are targeted at optimizing or expanding user-related services. The range of applications includes customer satisfaction surveys and questionnaire-based inquiries about the information behavior of library users, and a discussion of "mystery shopping" as a building block for systematic quality management. In addition, it discusses usability testing for library websites and the use of online res