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Sommario/riassunto	New technologies mean library and information science is currently characterised by fast-paced change, with staff needing to be flexible in adapting and adopting new skills and levels of awareness. New developments need to be marketed and evaluated, and these are additional skills for information professionals to adopt. Findings of a research project carried out at Liverpool John Moores University into the marketing and management of e-journals demonstrate the need for LIS professionals to develop marketing and evaluation skills and strategies for new technologies. Other emerging skills in the