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Titolo	Creating the customer-driven academic library [[electronic resource] /] / Jeannette Woodward
Pubbl/distr/stampa	Chicago, : American Library Association, 2009
ISBN	1-283-14800-5 9786613148001 0-8389-9044-4 1-4416-1913-5
Descrizione fisica	1 online resource (209 p.)
Disciplina	020 027.70973 20
Soggetti	Academic libraries - United States Public services (Libraries) Academic libraries - Space utilization - Social aspects Academic libraries - Marketing Academic libraries - Public relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Reinventing the academic library -- Making it happen : leadership and the professional staff -- Public service staffing : past, present, and future -- A great place to be : creating a livable library -- Transforming spaces on tight budgets -- Making the transition to a twenty-first-century library -- Innovation at the forefront : the information commons, embedded librarians, and the library of the future -- Sharing our vision : marketing the academic library -- Customer service : making it all come together -- Evaluating our progress.
Sommario/riassunto	Librarians are now faced with marketing to a generation of students who log on rather than walk in and this cutting-edge book supplies the tools needed to keep customers coming through the door.

