Record Nr. UNINA9910459845303321 Business planning for digital libraries [[electronic resource]]: **Titolo** international approaches // Mel Collier (ed.) Pubbl/distr/stampa Leuven, : Universitaire Pers Leuven, c2010 **ISBN** 94-6166-001-4 Descrizione fisica 1 online resource (240 p.) Altri autori (Persone) CollierMel 025.04 Disciplina Soggetti Digital libraries - Management Business planning 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. Nota di contenuto Business Planning for Digital Libraries: Contents: About the authors: Framework chapters; 1 Business Planning for Digital Libraries Mel Collier; Introduction: the aim of this book; Business planning for digital libraries: definitions; The elements of business planning for digital libraries; Financing; The management elements of the business plan; Examples of business planning; The approach of this book; References; 2 Business Model Innovation in Digital Libraries -The Cultural Heritage Sectorharry Verwayen; Introduction; Cultural heritage; Introduction; Cultural heritage Business model innovation Business model innovation: Business model innovation and cultural heritage; Business model innovation and cultural heritage; Europeana; Europeana; Designing the model; Proposition: The Long Tail and the value of aggregation; Designing the

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Sommario/riassunto

This book brings together international experience of business planning for digital libraries: the business case, the planning processes involved, the costs and benefits, practice and standards, and comparison with the traditional library where appropriate. Although there is a vast literature already on other aspects of digital libraries, business planning is a subject that until now has not been systematically integrated in a book. Digital libraries are being created not only by traditional libraries, but by museums, archives, media organizations, and indeed any organization concerned with ma