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Soggetti	Communication in library administration Library statistics Libraries - Marketing Libraries - Evaluation - Statistical methods Library use studies Library surveys Electronic books.
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Say It With Data: A Concise Guide to Making Your Case and Getting Results; Contents; Preface; Acknowledgments; Chapter 1: Determining Need, Message, and Audience; Chapter 2: Secrets of Effective Communication; Chapter 3: Working with the Power of Statistics; Chapter 4: Methods of Measurement: Surveys; Chapter 5: Methods of Measurement: Focus Groups; Chapter 6: Presenting Data to Get Results; Appendix A: Survey Checklist; Appendix B: Focus Group Checklist; Appendix C: Data Presentation Checklist; Appendix D: Birmingham Public Library Patron Survey Appendix E: Sample Student Survey, Robert E. Lee High School Appendix F: Sample Teacher Survey, Robert E. Lee High School; Appendix G: Westborough Public School Library Survey (Faculty); Appendix H: Sample Survey Results for Analysis; Bibliography; Index
Sommario/riassunto	Addressing frontline librarians lobbying for increased programming or staff, as well as administrators marshalling statistics to stem the tide of budget cuts and prevent library closure, this vital new book explores

the whys and hows of using data to build a better picture of library needs and success.
