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Case: from Tetra Pak Library to Technology Intelligence8Tools; About organising workshops; Brainstorming with relation matrix; PESTLE(M); SWOT; Scenario planning; Impact analysis; Unbiased review of the business: a workshop; Spider diagram; Benchmarking; 9Changes and challenges; Changes; Challenges; References; Index

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Sommario/riassunto

This book is aimed at guiding managers towards systematic approaches to improve and facilitate necessary strategic business development and planning. Conditions in the workplace for the Library and Information Services (LIS) are rapidly changing: many organizations are experiencing budget restrictions as well as stakeholders questioning the value of the services. Strategic Business Development for Information Centres and Libraries offers methods and tools for LIS departments to ensure value and benefits are delivered to the parent organization. It argues that LIS must be prepared to change acc

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