

1. Record Nr.	UNINA9910784225503321
Titolo	Marketing information products and services [[electronic resource]] : a primer for librarians and information professionals / / editors, Abhinandan K. Jain ... [et al.]
Pubbl/distr/stampa	Ottawa, : International Development Research Centre New Delhi, : Tata McGraw-Hill Pub. Co., c1999
ISBN	1-280-84974-6 9786610849741 1-55250-343-7
Descrizione fisica	1 online resource (483 p.)
Altri autori (Persone)	JainAbhinandan K
Disciplina	025.5/2/0688
Soggetti	Information services - Marketing Information resources - Marketing Marketing - Management
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	Foreword -- Preface -- Acknowledgements -- Contributors -- 1. Introduction to Marketing of Information Products and Services -- Challenges of Today and Tomorrow -- Relevance of Marketing for Librarians and Information Managers -- What is Marketing? -- The Marketing Approach -- What Inhibits from being Marketing Oriented? -- The Four Barriers to Marketing -- Status of the Use of Marketing Concept in Libraries and Information Centres -- Need for Strategic Intervention -- 2. Key Concepts in Marketing of Information Products and Services -- Introduction -- What is Marketing Management? -- Key Purposes of Marketing -- Organizational Orientations Towards Marketing -- Factors Affecting Achievement of Objectives -- Marketing Management -- Summary and Conclusions -- 3. How to Develop a Marketing Plan -- Introduction -- Measure the Performance -- Conduct Marketing Audit -- Summarize Findings of Marketing Audit -- Select Strategic Direction -- Develop a Marketing Plan -- Implementation and Control -- 4. How to Plan Information Products and Services Policy -- Key Concepts in Managing Products and

Services -- Steps in Planning Product/Service Policy -- Summary and Guidelines for Product/Service Policy -- References -- 5. How to Price Information Products and Services -- Introduction -- Considerations in Pricing -- Select a Base Price -- Adapting the Base Price -- Revising Prices -- Summary and Conclusions -- 6. How to Promote Information Products and Services -- Promotion "The Fourth 'P'" -- Promotion Methods -- Promotion Activities -- How to Develop a Communication Programme -- Guidelines for Promotion -- How to Develop a Communication Programme (An Example) -- 7. How to Conceive, Design and Introduce New Information Products and Services -- Specifying Strategic Objectives of New Products/Services -- Generating New Product/Service Ideas -- Screening New Product/Service Ideas -- Developing Product/Service Concept (Offer Development) -- Refining and Testing Product/Service Concept -- Designing the Product/Service -- Product Testing -- Analysis of Commercial Feasibility -- Developing Marketing Strategy and Plan -- Test Marketing -- Commercializing the Product/Service -- 8. How to Conduct Marketing Research for Marketing of Information Products and Services -- Preparing the Research Brief -- Developing a Research Plan -- Short Descriptions of Selected Research Designs -- Summary and Conclusions -- References -- 9. Preparing the Organization for Marketing of Information Products and Services -- Assessing/Auditing an Organization's Service Quality -- Preparing People for Change -- Strategies for Making Changes in Staff -- Strategies for Changing the Organization's Systems -- The Impact of the Sale of Information Services on the Overall Organization -- Case Study A: Marketing Research for Asian CD-ROM on Health and Environment Case Study B: Caribbean Energy Information System

Sommario/riassunto

Contributed articles presented at a workshop held in 1994.
