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Altri autori (Persone)	DreyerKathleen M. <1972->
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Soggetti	Electronic reference services (Libraries) Mobile communication systems - Library applications Instant messaging Text messages (Cell phone systems)
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	CONTENTS; FOREWORD; PREFACE; 1: INTRODUCTION; 2: TYPES OF SOLUTIONS AVAILABLE; 3: PLANNING; 4: SOCIAL MECHANICS; 5: IMPLEMENTATION; 6: MARKETING; 7: BEST PRACTICES; 8: METRICS; 9: DEVELOPING TRENDS; RECOMMENDED READING; INDEX; ABOUT THE AUTHORS
Sommario/riassunto	Users want real-time answers to their reference questions wherever and whenever they are. Increasingly, that means SMS and IM services. Providing those is easier than you might think!