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Nota di contenuto	Cover; Strategic Business Development for Information Centres and Libraries; Copyright; Contents; List of figures and tables; Preface; Acknowledgements; About the author; 1The necessary business development and planning; Note; 2Leadership and change management; The manager's responsibility; Team members' responsibility; Involving staff; Case study: the unsuccessful involvement; Turbulent times; Voices from practitioners: Maria Hugosson Bygge; Note; 3Competitive intelligence; The forming of perspectives; Demands on individuals and organisations; The PCMAC model; Decisions and actions Pitfalls and tipsVoices from practitioners: Charlotte Hakansson; Notes; 4Business concept and information strategies; The business concept; Information strategies; Voices from practitioners: Helena Vallo; Notes; 5The business plan; The annual cycle of the business plan; Case: the annual planning process; The content of the business plan; Voices from practitioners: Jette Guldborg Petersen; Notes; 6Strategic goals, measurement and evaluation; Set the strategic goals; Measure and evaluate; Voices from practitioners: Katarina Kristoffersson; Notes; 7Implementation of strategic decisions Case: from Tetra Pak Library to Technology Intelligence8Tools; About

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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
