

1. Record Nr.	UNINA9910797276503321
Autore	Lucas-Alfieri Debra
Titolo	Marketing the 21st century library : the time is now // Debra Lucas-Alfieri
Pubbl/distr/stampa	Waltham, MA : , : Chandos Publishing, , [2015] 2015
ISBN	1-84334-773-3
Descrizione fisica	1 online resource (xi, 105 pages) : illustrations (chiefly color)
Collana	Chandos Information Professional Series
Disciplina	021.7
Soggetti	Information services - Marketing Libraries - Marketing
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 and index.
Nota di contenuto	1. Introduction -- 2. From the past to the future: library as place -- 3. Marketing plan research and assessment -- 4. Creating the marketing plan -- 5. Project control: managing marketing initiatives -- 6. Partnerships -- 7. Resources and services to promote -- 8. Using technology to market and promote -- 9. Marketing a profession: marketing the future.
Sommario/riassunto	Although the 21st century library is competing with numerous web-based resources, its clients can benefit from using its research assistance, physical and online holdings, and physical space, so they need to understand what the library offers. Marketing the 21st Century Library systematically and concisely teaches students and practitioners how to and why they should market and promote academic libraries. Librarians need to use marketing not only to advertise and promote resources, but also to boost the profession and the role we play. The book introduces key marketing concepts, followed by the history of library marketing. Subsequent chapters guide readers through a series of tools and resources so they can create their own marketing plans, concluding with an exploration of resources, services and further readings.