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	Soggetti	Public services (Libraries) Library science bibliot Librarians
	Lingua di pubblicazione	Inglese
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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	Front Cover; Series Page; The Invisible Librarian: A Librarian's Guide to Increasing Visibility and Impact; Copyright; Contents; List of figures; List of tables; Biography; Preface; Acknowledgement; Introduction; What do we do now?; Books are for use; Every reader his book; Every book its reader; Save the time of the reader; Library is a growing organism; Note; 1 - Step into the shoes of a librarian; Background; School; Medical; Academic; Public; Special; Special librarian; You decide to continue on with your business case; You decide to ask Bob for feedback Special librarian (option 2 from start)Special librarian; Public librarian (option 1 from start); Public librarian; Public librarian (option 2 from start); Public librarian (option 3 from start); Academic librarian (option 2 from start); Academic librarian (option 1 from start); Academic librarian (option 3 from start); Medical librarian (option 1 from start); Medical librarian (option 2 from start); Medical librarian (option 3 from start); School librarian (option 1 from start); School librarian (continued from above); School librarian School librarian (if you've decided to continue doing research from earlier)School librarian (option 2 from start); School librarian (option 3

from start); Notes; 2 - Case studies: visibility of academic librarians and academic libraries; Case study 1: subject librarian in engineering, mathematics, business, social science and philosophy working in reader services; Mission of the organisation; Mission of the library; Online visibility of the library and subject librarian; Background and current role; Most successful way of increasing visibility?
Value that the librarian brings to the organisationDo you use any formal method of measuring and/or reporting your impact?; Challenging scenarios; Top tips for academic librarians to increase visibility; What do you think of the 'embedded librarian' model, in which the librarian is part of a multidisciplinary team, doing all of th...; How important is it to be visible to users in an online environment?; Advice to new people into the profession of librarianship?; Where do you see the subject librarian in 5years?; What is your favourite thing about being a librarian?
Case study 2: emerging technologies librarian working in an academic medical libraryMission of the organisation; Mission of the library; Online visibility of library and librarian; Role in the organisation; Visibility at time of appointment; Visibility today; What has been your most successful method of increasing your visibility over the past 5years?; What value have you brought to the organisation?; Does the library have any formal way of measuring and reporting impact?
Have you ever had a challenging scenario where you had to prove your value or worth to the organisation and how did you respond?...

| Sommario/riassunto | The Invisible Librarian: A Librarian's Guide to Increasing Visibility and Impact provides insights into what many librarians are feeling, including questions such as " do they feel invisible?" and "How many times have they heard somebody say 'but everything is on the Internet'?" If you are a librarian struggling to find the best strategy for the future of the profession in a rapidly changing information environment, this book is for you. People don't realize that librarians make information available and not just by search engine. This book will make people think differently about librarians, making a case for their value and impact that is compelling, convincing, and credible. Given their versatility and knowledge, now is the time for librarians to become champions of the information age as they improve the visibility and impact of libraries to readers, to stakeholders, and in society. By the end of the book, librarians will have a Visibility Improvement Plan to guarantee future success. Provides strategies that librarians can use to raise their visibility Presents how successful librarians have made a positive impact Covers new techniques that measure current visibility amongst readers and key stakeholders Includes key guidance on how to implement a 10-step Visibility Improvement Plan |