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Soggetti	Libraries and business - United States Libraries and industry - United States Public librarians - Professional relationships Business librarians - Professional relationships
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	When a public library invests in building relationships with business owners, professionals, and job seekers in the community, it is investing in the livelihood, well-being, and future of all of its citizens. By demonstrating how the library is a valuable resource for these patrons, the embedded business librarian can be an equal partner in the business community and have an equal voice. As a business liaison librarian, Alvarez has taught nearly 150 job seekers, completed over 100 one-on-one appointments with business owners and professionals, and co-produced numerous videos and podcasts with entrepreneurs. Here she distills her experiences into a comprehensive, step-by-step guide to developing sustainable library-business relationships. Speaking to beginners as well as those who may already have a background in business reference or outreach, this book introduces the concept of embedded business librarianship, emphasizing how it extends beyond outreach to include integration with the business community; discusses how the embedded business librarian not only cultivates awareness of the library's resources and expertise, but is also a valued contributor to the business community's

conversation; recommends research sources and strategies for learning the needs, goals, and partnership opportunities of the local business community; outlines a five-step process for reaching out to organizations, businesses, and professionals to cement long-lasting ties; details the important differences between business owners, professionals, and job seekers, offering guidance on the best ways to approach and engage them as well as techniques for forming sustainable partnerships with each group; shows how to create a co-working space, illustrated using real life examples from libraries that have created their own business spaces for networking and collaboration; and talks about the importance of continuing education for the embedded business librarian, highlighting books, blogs, podcasts, news sources, online training, librarian support groups, and other avenues for expanding one's expertise. Loaded with recommended practices for increasing engagement and developing courses and programs for business owners, professionals, and job seekers in the community, this book points the way towards making the library an integral part of the business community in ways that are realistic and sustainable.
