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Nota di contenuto	Frontmatter -- Contents -- Preface -- Library Management and Marketing in a Multicultural World-Program -- Welcoming Address -- Keynote Addresses -- Think Globally, Act Locally-Manage Multiculturally -- Glimpses of the "Marketing Library and Information Services" -- I. Marketing Library Services to Students -- The University of Tennessee Libraries Transformation Plan: Realigning the Research Library for 21st Century Students and Scholars -- The Marketing of Library Services to the Marginalized -- Marketing Academic Library Resources and Information Services to International Students -- Reaching Offshore: A Partnership Approach to Marketing Australian University Libraries' Services to Offshore Students -- Target the Staff, Then Target the Market: How Academic Librarians Can Successfully Reach the Minds of New Generations of Students -- II. How to Organize and Promote Library Services -- Different Strokes for Different Folks: Strategies in Promoting Library Services to International Customers-A Case Study -- Dealing with Evidence Based Management: Roles and Dimensions of Library Services Promotion -- The Impact of Health

Informatization on the Organization and Administration of Medical Libraries in China -- How to Promote Library Services: Academic Libraries in India -- Library Usage and Readership Enhancement: Best Practices to Promote Library Services of CORD, NIRD -- From Australia to China Online: Delivery of Online Library Services to Off-Shore Students in China -- III. Marketing Library Services to the General Public -- Globalization and Library Management: Practical Ideas for Effective Strategic Methods -- Intercultural Dialogue in the Public Library: The Experience of the District 2 Library in Terrassa, Barcelona -- Dynamics of Marketing Library Services to Disadvantaged Communities: Promoting Knowledge Seeking Behavior -- The Public Library: Environment for the Formulation of Risk Indicators in the Information Society -- With Multiculturalism as a Backdrop, the Re-positioning of Digital Information Services in Chinese Public Libraries -- Beyond Promotion-The Destination Library: The National Library of Singapore Case Story -- IV. Changing Libraries in a Multicultural World -- Librarians' Professional Values and Perspectives in the Era of the Digital Library -- Think Multiculturally, Recruit Nationally, Relate Locally: Library Campaigns in the Netherlands and Denmark -- The Impact of Globalization on Library Management and Marketing -- Developing Future Library Leaders in the Context of Globalization with an Analysis on Cultural Intelligence (CQ) -- V. Information Technology and Library Management and Marketing -- The Library and Cultural Patterns in Lending Statistics -- Using the Feedback Loop to Create a Marketing Campaign -- Performance Measurement of Metadata Management -- The Knowledge Society of Digital Librarians' Blogging Information Management

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#### Sommario/riassunto

Die Beiträge dieses Bandes wurden auf der Konferenz "Library Management und Marketing in a Multicultural World" vorgestellt, die am 16. / 17. August 2006 unter der Schirmherrschaft der Sektion Marketing and Management der International Federation of Library Associations (IFLA) in Schanghai stattfand. Der Band spricht einige der weltweit neuesten Entwicklungen im Bibliotheksmarketing und Bibliotheksmanagement an, die die Befriedigung lokaler Bedürfnisse in einer globalen Informationsgesellschaft als Herausforderung begreifen. Die Autoren nutzten unterschiedliche Herangehensweisen, um sowohl Trends, Chancen und Bedürfnisse zu identifizieren als auch die Effektivität und die Situation in Ländern wie Australien, Belgien, China, Dänemark, Griechenland, Indien, Pakistan, Spanien, den Vereinigten Staaten von Amerika und in anderen Teilen der Welt einzuschätzen. Einige Autoren beschreiben erfolgreiche Programme, die entworfen wurden, um Bibliotheken innerhalb einer Gesellschaftsgruppe, einer Nation oder einer akademischen Gemeinschaft zu fördern. Andere berichten über Trends und Veränderungen, die innerhalb der Nutzergemeinschaft stattfinden, und präsentieren Fallbeispiele von Reaktionen der Bibliotheken, diesen Herausforderungen und Chancen durch gezieltes Marketing und Management zu begegnen. The papers collected in this volume were presented at the conference entitled "Library Management and Marketing in a Multicultural World" in Shanghai, China from August 16-17, 2006, held under the auspices of the Marketing and Management Section of the International Federation of Library Associations (IFLA). This book addresses some of the latest developments in the marketing and management of libraries worldwide, recognizing the challenges to meet local needs in a global, information society. The authors used different approaches to identify trends, opportunities and needs as well as effectiveness and assessment in countries ranging from Australia, Belgium, China, Denmark, Greece, India, Pakistan, Spain, the United States and

elsewhere throughout the world. Several authors describe successful programs designed to promote libraries within a community, nation, or academic community. Others report on trends and changes taking place within the user community and present case studies on the response of libraries to meet challenges and opportunities - through marketing and management.

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