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Government publications in public libraries Government publications in academic libraries; Trends, anticipated futures, and recommendations; References; 5 Outreach in American academic libraries; Introduction to academic library outreach in the US; Defining outreach; The foundation of outreach services in academic libraries; Types of outreach; Target populations for outreach services; Participants in academic library outreach; Marketing and networking; Marketing plans; Trends, anticipated futures, and recommendations; References; 6 Outreach in Chinese academic libraries

Introduction to outreach in Chinese academic libraries The origin of outreach services; The significance of outreach; Outreach services in academic libraries; Trends, anticipated futures, and recommendations; References; 7 Conclusion: A comparative analysis of US and Chinese academic libraries; Introduction to the comparative analysis of academic library services in the US and China; Instruction; Government documents; Outreach; References; Index

Sommario/riassunto

Academic libraries have a long history both in the USA and China, with institutions developing along different trajectories, and responding to the rapidly changing library environment globally. Academic Libraries in the US and China compares current practices within Library and Information Science (LIS) in the USA and China, giving an historical overview of instruction, government documents, and outreach in academic libraries, as well as discussion and comparative analysis. An introduction leads to chapters on instruction, government publications, and outreach. Each topic is covered