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Nota di contenuto	Getting Started with Evaluation; Contents; Figures, Tables, and Text Boxes; Preface; Chapter 1: Evaluation; The Concept; Planning Context; Evaluation Questions; Sources of Evidence; Benchmarking and Best Practices; Concluding Thoughts; Notes; Chapter 2: Evidence-Based Planning and Decision Making; Evidence-Based Library and Information Practice; Concluding Thoughts; Notes; Chapter 3: Library Metrics; Overview; Library Perspective; Institutional-Level and Stakeholder Perspectives; Broader Organization Perspective; Concluding Thoughts; Notes Chapter 4: Internal Evaluation for Planning and Decision Making Three Factors Supporting Internal Evaluation; The Internal Evaluation Process; Data to Collect for Internal Evaluation; What to Evaluate Internally; Internal Evaluation and External Comparisons; Concluding Thoughts; Notes; Chapter 5: External Evaluation to Inform Stakeholders and to Guide Continuous Improvement; Considering "What" and "How" to Evaluate; Quality; Administration and Management; Partnerships; Customer Satisfaction; Supporting Education; Reputation; Concluding Thoughts; Notes; Chapter 6: Measuring Satisfaction Gaps Model of Service Quality Methods of Data Collection; Customer

Comments; Customer Satisfaction Index; Customer Satisfaction Metrics; Concluding Thoughts; Notes; Chapter 7: Measuring Service Quality; E-Service Quality; Other Means of Listening to Customers; Concluding Thoughts; Notes; Chapter 8: Measuring Return on Investment (ROI); Economic Benefits; Total Value; Concluding Thoughts; Notes; Chapter 9: Measuring the Value of the Library and Its Services; Framework for Establishing Value; Value of Public Libraries; Examples from the Literature; Outlining a Process for Getting Started
Concluding ThoughtsNotes; Chapter 10: Using and Communicating the Results; To Whom Do We Communicate?; What Do We Communicate?; How Do We Communicate?; Why Do We Communicate?; When Do We Communicate?; Concluding Thoughts; Notes; Chapter 11: Positive Organizational Change; Institutional Effectiveness; Planning; Creating Positive Organizational Change; Concluding Thoughts; Notes; Appendix: Answers to Chapter Exercises; Selected Readings; About the Authors; Index

Sommario/riassunto

Finally library managers have a workbook to help them master key concepts of service quality assessment, offering directed exercises and worksheets to guide them.
