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Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The library and information consultant -- Strategies for building and maintaining consumer relationships -- Marketing the library and information consultant's services : creating a sophisticated brand -- The business of consulting : managing employee service roles and consumer demand -- Developing the infrastructure and culture for continuous quality improvement.
Sommario/riassunto	Murphy innovatively rethinks the philosophy behind current library reference services in this thought-provoking book.