

1. Record Nr.	UNISA996205631703316
Autore	Kolderup Flaten Trine
Titolo	Management, marketing and promotion of library services based on statistics, analyses and evaluation // edited by Trine Kolderup Flaten
Pubbl/distr/stampa	De Gruyter, 2006 Munchen, Germany : , : K.G. Saur, , 2006
ISBN	9783598440229 (PDF ebook) 9783598218484 (hardback)
Descrizione fisica	1 online resource (462 pages) : illustrations
Collana	IFLA Publications ; ; 120/121
Disciplina	025.107
Soggetti	Libraries - Marketing Public relations - Information services Libraries - Public relations Advertising - Information services
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	International conference proceedings.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Frontmatter -- Contents -- Preface -- Program -- Taking A Measured Approach to Library Management: Performance Evidence Applications and Culture -- Statistics and Strategy: Statistics and Performance Measurement as a Social Process -- Comparing libraries: from official statistics to effective strategies -- Cyberspace and market place: library messages beyond the border -- Quality Standards: Public libraries on the island of Montreal -- "Using Customer Data for Improved Strategic Marketing Planning and Decisionmaking" -- Library statistics without Fear -- Statistics To Plan: Statistical Development in a Regional System of Public Libraries (Valencian Community - Spain) -- Development of Estonian public libraries during the last decade. (1994-2004) -- Audit for libraries... which one? -- Coordination of higher educational institutions and professional library associations - the key to training quality rise of librarians of XXI century -- La bibliothèque municipale face aux fluctuations financières : l'impensé managérial dans les bibliothèques municipales des villes moyennes -- Evaluation of libraries: Experiences from applying a method for non-market valuation developed in economics -- Customers Value Research --

Management and marketing in the Library and Documentation Centre of Artium Basque Centre-Museum of Contemporary Art -- Marketing to Diverse Populations -- Getting help and doing research: what do patrons want? An exploratory study comparing desk users with virtual reference users. -- Marketing library services. A case study at University of Illinois at Urbana - Champaign USA -- The Library as a part of cultural behavior. Summary of a large scale survey to identify user trends and reading behavior in Flanders libraries -- Evaluating library services - best practice initiatives in Australian university libraries -- The public library's attractiveness : A quantitative study -- The use of Electronic Information Services and information literacy: a Glasgow Caledonian University study -- Statistical indicators on reading and literacy for the "Information Society" versus the ITU's "technicist" indices -- Parameters and indicators for providers of electronic publications evaluation -- Promoting Library Services, Designing Marketing Strategies, Evaluating our Past and our Present, Feeling more Optimistic about our Libraries Future -- A new model for public library and information services evaluation: an integrated approach - SIADAP+B -- Developing a culture of evidence based practice within the library and information profession: the impact of library science education. A teaching and learning model from the Queensland University of Technology -- Measuring and Mapping the Invisible: Alternative procedures to understand users' approaches to information in a university library -- Libraries Building Communities: the vital contribution of Victoria's public libraries - A report on a major research project of the Library Board of Victoria and the Victorian public library network

Sommario/riassunto

Rapid developments in information technology and media have resulted in increasingly diverse strategies for information retrieval by readers and users. The duty to cope with this phenomenon and to master the situation forms one of the biggest challenges facing libraries. In order to strengthen the awareness of the potential of tools for management and strategic planning, a two-day meeting was held under the auspices of IFLA's Management & Marketing Section in Bergen, Norway in August 2005. Managers of different types of libraries, researchers and educators from five continents shared their experiences with research methods, data collection, evaluation, performance measurement, best practice strategies and policies. This book contains their presentations in the form of full length articles.
