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Autore	Fracchiolla, Domenico
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Altri autori (Persone)	GuptaDinesh K KoontzChristie MassisimoAngels
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Nota di contenuto	Front matter -- Contents -- Preface -- SECTION 1. MARKETING CONCEPTS -- Marketing Library and Information Services: Connecting from the Past to the Future / Gupta, Dinesh K. / Koontz, Christie / Massisimo, Angels -- Changing Marketing Concepts: Contemporary Theories and Paradigms in Services Marketing / Broady-Preston, Judith -- Gaining Customer Loyalty: the Ultimate in Marketing / Kaur, Kiran -- Branding Libraries: the Challenges and Opportunities / Rowley, Jennifer -- SECTION 2: EXCELLENCE IN MARKETING -- Excellence in Marketing: 2002-2012 / Koontz, Christie -- Falling in Love with the Library: Marketing Tsinghua University Library in an Innovative Way / Lifeng, Han / Yuan, Wang -- Internet Marketing: the Silver Bullet for Web 2.0? / Roesner, Elke / Ostrzinski, Ulrike -- Web-based Marketing / Koh, Sharon / Pin, Wan Wee -- Have You Done Your Homework? Five Years on of a Campaign Life-Cycle / Dorsman, Rosalind -- Building Community and Fostering Connection in a Canadian Academic Library through a Buttons Campaign / Collins, Nancy -- StoryTubes Contest: Marketing Libraries in the Digital Age / Brautigam, Faith / Raleigh, Denise -- Happy Days for Welsh Libraries / Purdie, Jane / Tyler, Alyson

-- From Georgia Tech to the World: Leveraging Existing Campus Infrastructure to Market the Library to a Global Audience / Bennett, Charlie / Doshi, Ameet -- SECTION 3. MARKETING IN DIFFERENT COUNTRIES AND LIBRARIES -- Marketing in Algerian Libraries: an Overview / Boutaba, Messaouda / Temmar, Nadia -- Teaching Marketing for Better Cultural Projects' Management: the Book Trade, Information and Communications Department Expertise / Badra, Lamia -- Management and Marketing: an Insight to Developments in German Libraries / Klauser, Hella -- Library and Information Services Marketing in Pakistan: a Profile / Ameen, Kanwal -- Relationship Marketing in Brazilian University Libraries / Silva Araújo, Walqueline da / Bezerra da Silva, Márcio -- Creating Value for Users of University Libraries: Brazilian View / Oliveira, Nivaldo / Souza Sette, Ricardo de / Natal de Oliveira, Vânia -- Being a Library and Being Visible in the Community Today / Tibljas, Verena -- Marketing Library and Information Services: Exploration and Practice of the National Science Library of the Chinese Academy of Sciences / Shu, Fang / Zhiping, Yang -- Marketing as an Access Tool for Public Archives: Guidelines for its Application in Libraries / Castro Barros Correia dos Santos, Sofia Margarida de -- Reaching the Islands in the Community: Marketing Practices in Madeira Regional Public Library, Portugal / Figueira, Ana / Sousa, Andreia / Nunes, Carla -- SECTION 4: E-MARKETING -- E-Marketing for Libraries / Fernández Marcial, Viviana -- Digital Marketing Tools Applied to the IE Library / Blázquez, A. Marcos / Recio, J. C. Marcos -- Effective Use of Social Media Marketing for Customer Engagement in Information Organizations / Singh, Rajesh -- Marketing Strategy to Monitor Library Websites' Functional Performance / Amaral, Sueli Angelica do -- SECTION 5: LIS MARKETING LITERATURE: A GLOBAL OUTLOOK -- Literature on Marketing of Library and Information Services: an Analysis Based on Google Scholar / Mahesh, G. / Gupta, Dinesh K. -- Marketing Library and Information Services: a Bibliometric Study of IFLA Publications / Gupta, Dinesh K. / Mahesh, G. / Pareek, Sarwesh -- Towards the Global Library - Applying Agenda 21 to Library Marketing / Schöpfel, Joachim

Sommario/riassunto

With contributions from library and information professionals (practitioners, researchers, faculty members, consultants, and others), Marketing Library and Information Services: A Global Outlook highlights a variety of exemplary LIS marketing practices and efforts from around the globe. The following broad topics are explored: changing marketing concepts; marketing library and information services in different countries; marketing library and information services in different kind of libraries; web-based LIS marketing, etc.

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