



Marketing the 21st Century Library: The Time Is Now (Chandos Information Professional Series)

Debra Lucas-Alfieri

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Although the 21st century library is competing with numerous web-based resources, its clients can benefit from using its research assistance, physical and online holdings, and physical space, so they need to understand what the library offers. *Marketing the 21st Century Library* systematically and concisely teaches students and practitioners how to and why they should market and promote academic libraries. Librarians need to use marketing not only to advertise and promote resources, but also to boost the profession and the role we play. The book introduces key marketing concepts, followed by the history of library marketing. Subsequent chapters guide readers through a series of tools and resources so they can create their own marketing plans, concluding with an exploration of resources, services and further readings.

- Includes web extras, tables, problem and solution exercises
- Contains extensive references to real-world examples of good practice
- Details practical examples and case summaries from leading libraries
- Explores the importance of marketing and promoting academic libraries
- Provides resources for readers to help create marketing plans

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