



Strategic Marketing for Libraries: A Handbook (Libraries Unlimited Library Management Collection)

Elizabeth J. Wood, Victoria L. Young

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Strategic Marketing for Libraries is a straightforward discussion of the full range of marketing concepts and tools applied to various types of libraries including public, special, and academic. Wood does an excellent job of explaining complicated marketing concepts and providing real-life examples. *RQ*

This handbook on planning and marketing is recommended as a guide for library managers in academic, public, and special libraries, large or small, who are groping for effective methods of outreach to their constituencies. There are not many volumes which address these aspects of management so thoroughly or so lucidly. *Special Libraries*

It is the authors' contention that, although librarians understand the need to market their institutions, they have not as yet focused on how to do so in a deliberate and structured fashion. The text provides means for the strategic planning of information marketing, and it incorporates cogent suggestions for defining missions, setting goals, and devising growth strategies and methodologies for evaluation. Wood and Young urge that the profession examine the challenges of automation in libraries in concert with current marketing strategies, thus assuring long-term viability and patron support. *Booklist*

This unique guide goes beyond mere endorsement of publicity and selling techniques to offer a thoughtful, practical, in-depth discussion of how marketing principles fit into library operations and planning. General marketing principles are explained and interpreted for practitioners in the library and information science fields. Applications of marketing principles appropriate for academic, public, and special libraries are described in detail. In addition, the book examines the interrelationships among the key steps of strategic planning, emphasizing the relationship of continuous, formal planning to implementation of marketing concepts. Numerous graphs and tables provide readily accessible information.

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