MARKETING THE 21ST CENTURY LIBRARY: THE TIME IS NOW BY DEBRA LUCAS-ALFIERI

Reviewed By: Khurram Shahzad (Librarian, GC University Lahore)
E-mail: khurramm@gcu.edu.pk

& Amber Mehboob Reference Assistant, Aziz Fatima Medical & Dental College Faisalabad)
E-mail: amberbhatti10@gmail.com

In recent years, marketing has earned magnetism in libraries and information centers throughout the world. Self-support policies, increasing competencies in the marketplace, increasing users’ expectations, and widening access to information are some of the high-flying causes for this trend. This book shows the significance of marketing in the libraries of the present age. The book provides ample of information about marketing channels and the need to market library’s resources and services.

The book shows that to survive in the present competitive era, library practitioners must identify their users’ needs in an effectual manner. The user is at the center of every library’s activity. Pleasing the clients is the primary concern in the marketing process. Users will only come back in acquiring more services if they are satisfied; if they are not, they will find a different resource.

The book brings out that the librarians should have adequate understanding of prospective users to create superior value for them. Library marketing is concerned with encouraging users to avail library’s resources and make the maximum usage of libraries to quench their information thirst. Library professionals should facilitate their clients after having considered political, economic, social and technological trends.

The book includes web extras, tables, problems and solution exercises. It contains extensive references to real-world examples of good practice. It has detailed practical examples and case summaries from leading libraries. It raises the need to explore the importance of marketing and promoting academic libraries. It provides resources for readers to help create marketing plans. It shows ways as how libraries can flourish the image of their libraries in the community. The book is a valuable source to market resources and services.