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Marketing Your Library's Electronic Resources (Paperback)

By Marie R. Kennedy, Cheryl LaGuardia

American Library Association, United States, 2017. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. When front line librarians improve awareness of under-utilized resources, thereby increasing demand for more of the same, it can also encourage increased funding for the library. The authors evidence-based approach to effectively promoting electronic resources made the previous edition of this guide a bestseller. Newly expanded and updated, this manual shows library marketing staff how to get the job done from beginning to end and in a variety of library settings. Comprehensive yet to the point, this book includes seven complete programs from both public and academic libraries; an examination of the e-resource life cycle; cutting edge guidance on COUNTER usage reports and other web analytics; advice on making the most of marketing opportunities from learning management systems, discovery services, LibGuides, and more; a step-by-step organization guide, with a variety of feedback and assessment forms which can be used as models; and numerous examples of well-executed plans and outcomes. This book's flexible, step-by-step layout makes it an ideal resource for a wide range of learning styles, institutional environments, and levels of marketing experience.


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