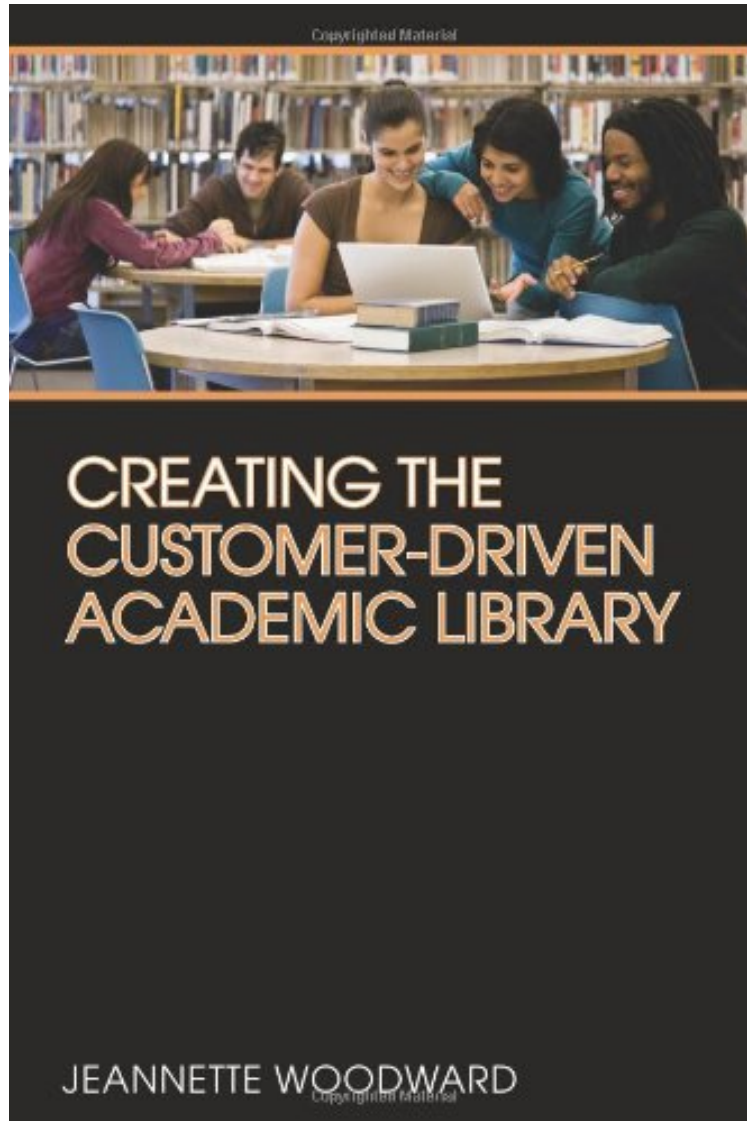


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By Midwest Book Review
One doesn't need to spend hours in a library any more to do research, so where does this leave libraries, the former place to go? "Creating the Customer-Driven Academic Library" is a complete and comprehensive manual for librarians and their libraries in staying up to date in today's high technology world where all many view the library as an obsolete relic. Technology integration, service, good staff, and promotion are all things a library needs to still be valuable in today's society. "Creating the Customer-Driven Academic Library" is a must have resource for any current library administrator.

Academic libraries are going through what may be the most difficult period in their history. With more and more scholarly content available online and accessible almost anywhere, where does the traditional 'brick and mortar' library fit in? In this book, Jeannette Woodward attacks these and other pressing issues facing today's academic librarians. Her trailblazing strategies center on keeping the customer's point of view in focus at all times to help you: integrate technology to meet today's student and faculty needs; reevaluate the role and function of library service desks; implement staffing strategies to match customer expectations; and, create new and effective promotional materials. Librarians are now faced with marketing to a generation of students who log on rather than walk in and this cutting edge book supplies the tools needed to keep customers coming through the door.

... it is essential to continually revisit the role of the physical library and ask ourselves how to best design its space to serve our customers. Woodward's book is recommended as further preparation for these ongoing discussions. --Public Services Quarterly
About the Author
Jeannette Woodward is a principal of Wind River Library and Nonprofit Consulting. After a career in academic library administration, she began a second career in public libraries, serving as director of the Fremont County Library System in the foothills of the Wind River Mountains of Wyoming. Woodward is the author of several books, including *What Every Librarian Should Know about Electronic Privacy* (2007), *Nonprofit Essentials: Managing Technology* (2006), *Creating the Customer-Driven Library: Building on the Bookstore Model* (2005), and *Countdown to a New Library: Managing the Building Project* (2000). She holds a master's degree in library and information science from Rutgers University, with doctoral study at the University of Texas at Austin.