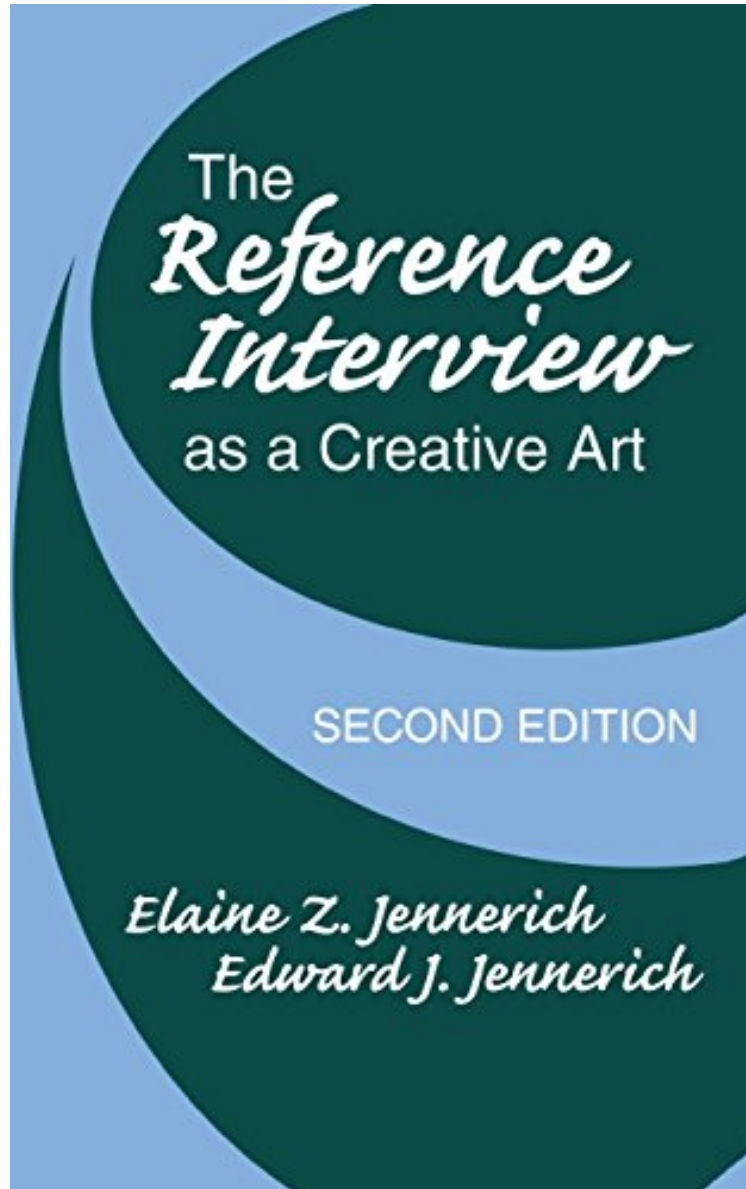


[Read free] The Reference Interview As a Creative Art: 2nd Edition

## The Reference Interview As a Creative Art: 2nd Edition

*Elaine Jennerich, Edward Jennerich*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



+

READ ONLINE

#6264596 in Books 1997-05-15 Original language: English PDF # 1 9.02 x .38 x 5.981, .93 #File Name: 156308466X142 pages | File size: 40.Mb

**Elaine Jennerich, Edward Jennerich : The Reference Interview As a Creative Art: 2nd Edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Reference Interview As a Creative Art: 2nd Edition:

Emphasizing training and development, this book covers evaluation techniques, various types of interviews, problem patrons, and other issues. Customer service, so important to success in business, is also a vital part of library service. Perhaps nowhere else does the concept play such a significant role as in the library reference department. Recent technological changes in the library have added myriad resources and searching techniques to an already complex encounter. This book shows librarians how to combine creativity with professional expertise to produce the happiest of results—a satisfied patron. Completely updated, this new edition reflects sociological and technological changes and trends that have transpired in the last decade. Current research methods in the areas of neutral questioning and interview evaluation have been incorporated, as have ALA's new guidelines and standards. After reviewing the historical background of, and research on, the reference interview, the authors discuss the effects of technology and how to serve special populations, emphasizing training and development while covering evaluation techniques.

"Shows librarians how to combine creativity with professional expertise to improve customer service."-Reference and Research Book News  
"An ideal overview of the interview process."-Public Library Quarterly  
"This book is highly recommended for all libraries, academic ones in particular."-Journal of Academic Librarianship  
"An ideal overview of the interview process."-Public Library Quarterly  
"An ideal overview of the interview process."-Public Library Quarterly  
"This book is highly recommended for all libraries, academic ones in particular."-Journal of Academic Librarianship  
Shows librarians how to combine creativity with professional expertise to improve customer service."-Reference and Research Book News  
About the Author  
ELAINE Z. JENNERICH is Staff Development and Training Coordinator, Suzzallo Library, University of Washington, Seattle. She received the Award in Librarianship from the Special Libraries Council of Philadelphia in 1970.  
EDWARD J. JENNERICH is Associate Provost for Academic Administration and Dean of the Graduate School, Seattle University, Washington.