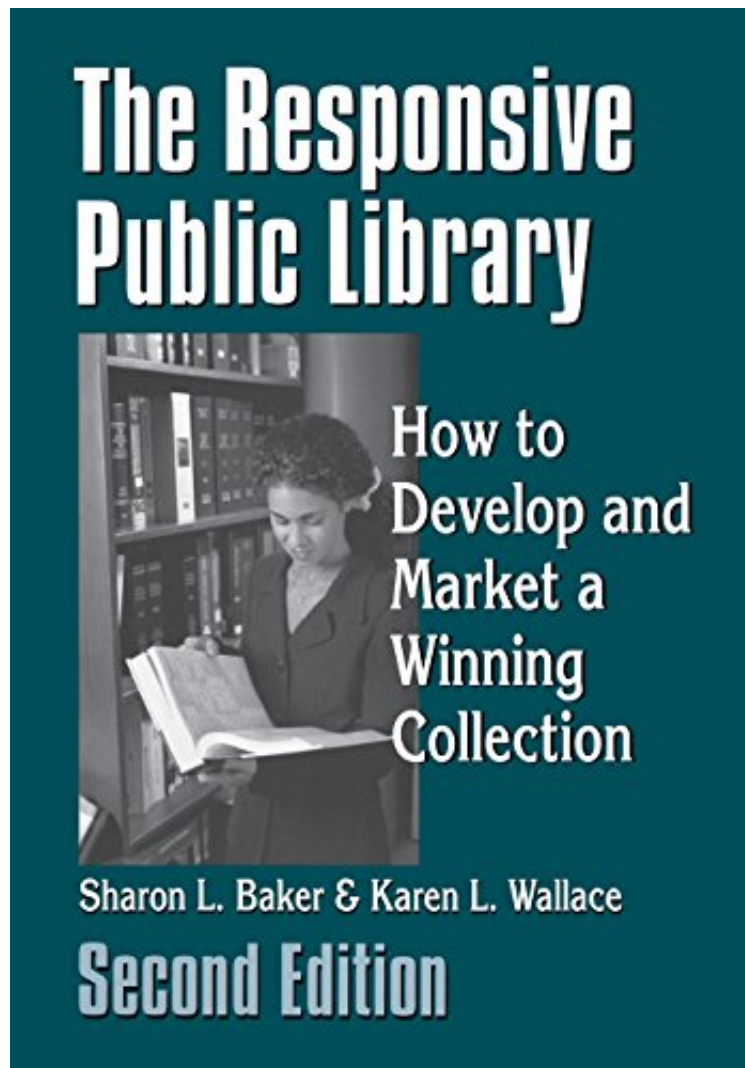


# The Responsive Public Library: How to Develop and Market a Winning Collection, 2nd Edition

*Sharon L Baker, Karen L. Wallace*  
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**Sharon L Baker, Karen L. Wallace : The Responsive Public Library: How to Develop and Market a Winning Collection, 2nd Edition** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Responsive Public Library: How to Develop and Market a Winning Collection, 2nd Edition:

2 of 3 people found the following review helpful. Especially for the staffs of public library systemsBy Midwest Book ReviewNow in a newly revised, expanded and updated second edition, The Responsive Public Library: How To Develop And Market A Winning Collection is collaborative written by educator and information science specialist Sharon L. Baker and Karen L. Wallace (Circulation/Reference Librarian, Drake University Law Library, Des Moines,

Iowa) is a solid, reliable, and practical guide designed especially for the library staffs of public library systems. Individual chapters address how to know what library patrons need and want the most, choosing appropriate collections at low cost, and effectively evaluating one's collection, marketing practices and much more. An invaluable addition to Library Science supplemental reading lists and academic reference collections, *The Responsible Public Library* is a well crafted and scholarly book filled from beginning to end with in-depth strategies, rationale, explanations, tips, tricks, techniques and much more for community librarians regardless of the size or nature of the populations they serve.

How can public libraries successfully meet the needs of their patrons and their communities, and build support for their endeavors? Focusing on the heart and soul of the library its collection the authors show how proven marketing techniques can be applied to library collection development in today's high-tech environment. With examples and statistics from more than 200 libraries of all sizes, the book gathers decades of pertinent research and a wealth of creative ideas and winning tactics for public libraries. After a brief discussion of the rationale for a marketing approach, the book takes you through each step of an effective marketing initiative: from market research and creating a master plan through collection evaluation, selection, costs, access, and promotional policies and practices. A great idea-generator and how-to guide for any library staff member, especially those in management positions, this is also essential reading for LIS students preparing for careers in public libraries.

The authors, a library educator and a practicing librarian, bring a wealth of practical experience and research knowledge that is utilized effectively in the presentation of each topic. [f]aculty and students in schools of library and information science, public library administrators, and librarians involved with collection development in all types of public libraries. - ARBA Online The person who can invest the time and effort will find his or her reward in the rich mine of very credible information that has been gathered and presented within these pages. ^IThe Responsive Public Library^R makes an important contribution to the study of marketing principles as they are applied to developing a quality public library collection. - Marketing Library Services With considerable enthusiasm, the authors recommend what some librarians may consider drastic levels of analysis, planning, change, and management. Implementation of marketing concepts and practices should 'permeate the organization' to ensure 'relevance, value, and cost-effectiveness.' . . . Thorough, readable, and very well organized. . . . Recommended for all public libraries. . . . Much of this material could also apply to academic libraries. - Reference User Services Quarterly "One of the most useful works on the public library The book is packed with practical information" - Reference User Services Quarterly About the Author SHARON L. BAKER is former Associate Professor, University of Iowa School of Library and Information Science, Iowa City. KAREN L. WALLACE is Circulation/Reference Librarian, Drake University Law Library in Des Moines, Iowa, and was formerly the Head of Community Services at Des Plaines Public Library, Des Plaines, Illinois.