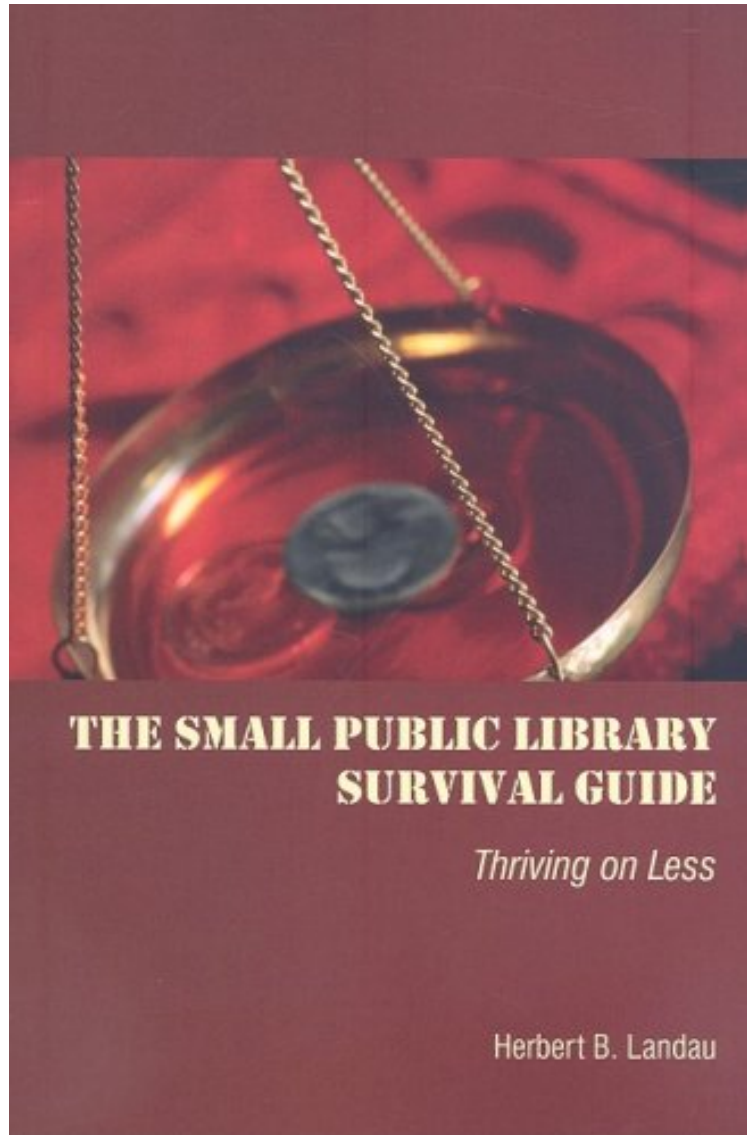


The Small Public Library Survival Guide: Thriving on Less

Herbert B. Landau

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Herbert B. Landau : The Small Public Library Survival Guide: Thriving on Less before purchasing it in order to gage whether or not it would be worth my time, and all praised The Small Public Library Survival Guide: Thriving on Less:

1 of 1 people found the following review helpful. A guide for smaller libraries who still want to be successfulBy Midwest Book ReviewLibrarians love books - but most serve small libraries, so resources must be carefully managed. "The Small Public Library Survival Guide: Thriving on Less" is a guide for smaller libraries who still want to be

successful. An overwhelming majority of libraries fall into this category, With basic and advanced techniques on building a successful library, it's a must for any library administrator of a fledgling library, giving "The Small Public Library Survival Guide" a grand recommendation.

If you're among the nearly 80 percent of libraries deemed 'small', serving populations of 25,000 or fewer, then Landau's survival guide will give you the tested and practical techniques to ensure your small library's survival and growth. Landau, a seasoned marketer, applies his three decades of corporate marketing experience to save a small library faced with funding cuts. His customer-centric approaches have brought in resources, volunteers, and in-kind donations, and have earned his library local and national awards. In *The Small Public Library Survival Guide*, Landau shares practical tools and tested strategies, guiding small public library administrators, trustees, librarians, and friends to:

- # Define the community's library service needs
- # Develop responsive programs
- # Generate resources to support the programs
- # Promote the library and its programs to patrons and funding communities

Packed with hands-on guidelines for attracting local support and building partnerships, this user-friendly guide outlines multiple avenues for obtaining funding and increasing cash flow. His low-cost, no-cost, and easily implemented techniques provide a solid foundation for small library success.

About the Author Herbert B. Landau is Executive Director of the Lancaster Public Library of Lancaster, PA. While in his previous position as Director of the Milanof-Schock Library in Mount Joy, PA., that library received the AARP's Award of Excellence for Services to Seniors and was a Pennsylvania Not-For-Profit Innovation Awards Contest finalist, and was named the 2006 Best Small Library in America by *Library Journal* and the Bill Melinda Gates Foundation. He holds an M.S. from the Columbia University School of Library Service.