



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

Sharon L Baker, Karen L. Wallace

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

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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.

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