



Marketing Your Library's Electronic Resources: A How-To-Do-It Manual for Librarians (How to Do It Manuals for Librarians)

By Marie R. Kennedy, Cheryl LaGuardia



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It's often hard to juggle promoting a library's e-resources effectively at the same time as building basic visibility within the community it serves. Useful for librarians at any type of institution, this How-To-Do-It Manual guides readers through every step of developing, implementing, and evaluating plans to market e-resources in an approachable and user-friendly way. Kennedy and LaGuardia show how front line librarians can improve awareness of under-utilized resources and increase demand for more of the same, thereby encouraging increased funding. Their book includes

- Four complete programs from both public and academic libraries
- A step-by-step organization guide, with a variety of feedback and assessment forms which can be used as models
- Numerous examples of well-executed plans and outcomes



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Editorial Review

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Marketing Your Library's Electronic Resources, the most recent entry in Neal-Schuman's A How-To-Do-It Manual for Librarians series, delivers everything one would expect from a guide written by two highly respected academic electronic-resources librarians. Kennedy (Loyola Marymount University) has written extensively about electronic resources and is the author of the blog Organization Monkey, while LaGuardia (Harvard University) has been reviewing electronic resources for Library Journal for 20 years. Library administrators and frontline staff alike agree that marketing library services, especially expensive ones, such as subscription databases, is of critical importance, but they often lack the knowledge and experience to do so effectively. This short volume is divided into two sections. "Part I: How to Design Your Marketing Plan" consists of six chapters and outlines why marketing electronic resources is essential and deserving of effort that goes beyond the creation of a flier on display at the service desks. Detailed instructions for how to construct, execute, evaluate, and revise a marketing plan are included. "Part II: Sample Marketing Plan Reports" consists of four successful marketing plans, from an all-digital library, two public libraries, and a university library. These can be used as models and could be easily adapted by libraries unsure of where to start the process. The helpful web extras, authors' notes, and short anecdotes that supplement each chapter round out an altogether well-crafted and informative guide that will be useful for any library looking to get more bang from its electronic-resources budget. --Magan Szwerek

Review

"The authors walk the reader through each part of developing a marketing plan in a detailed and thorough manner ... most helpful of all, perhaps, especially for librarians who are unfamiliar with marketing concepts and practices for libraries, are the sample marketing plans at the end of the book." --Public Libraries

"An extremely useful, practical and evidence-based approach to the topic ... the authors' demonstrate a sound knowledge of e-resource marketing, with a strong focus on public and academic libraries." --Library Management

"A really useful, practical and evidence-based approach to the topic, which can be read quickly and applied effectively in any kind of library as the authors' method is extremely flexible ... will suit any marketing team looking to get its own campaigns off to a flying start." --Ariadne

About the Author

Marie R. Kennedy is a librarian at Loyola Marymount University, where she coordinates serials and electronic resources. She has written and presented widely on the development and use of electronic resource management systems. In her spare time she takes photographs and creates taste experiments in her kitchen. She also writes the Organization Monkey blog about organization and librarianship.

Cheryl LaGuardia is research librarian at Widener Library, Harvard University. Previously she worked in reference, research instruction, online services, collections, interlibrary loan, and circulation at the University of California, Santa Barbara, and at Union College in Schenectady, NY. She writes the E-Views blog and the electronic review column E-Reviews for *Library Journal*, and in 1996 she was awarded RUSA's Louis Shores/Oryx Press Award for reviewing. She has edited ProQuest's *Magazines for Libraries* since 2000 and is on the editorial board of *Reference Services Review*. She has published a number of books, including

Becoming a Library Teacher; Finding Common Ground: Creating the Library of the Future without Diminishing the Library of the Past; and Teaching the New Library.

Users Review

From reader reviews:

James Sandifer:

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Sylvester Wedding:

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Brandon Macdonald:

The reason why? Because this Marketing Your Library's Electronic Resources: A How-To-Do-It Manual for Librarians (How to Do It Manuals for Librarians) is an unordinary book that the inside of the publication waiting for you to snap that but latter it will zap you with the secret this inside. Reading this book alongside it was fantastic author who all write the book in such awesome way makes the content inside easier to understand, entertaining technique but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This excellent book will give you a lot of positive aspects than the other book include such as help improving your proficiency and your critical thinking technique. So , still want to delay having that book? If I had been you I will go to the guide store hurriedly.

Marilyn Calhoun:

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