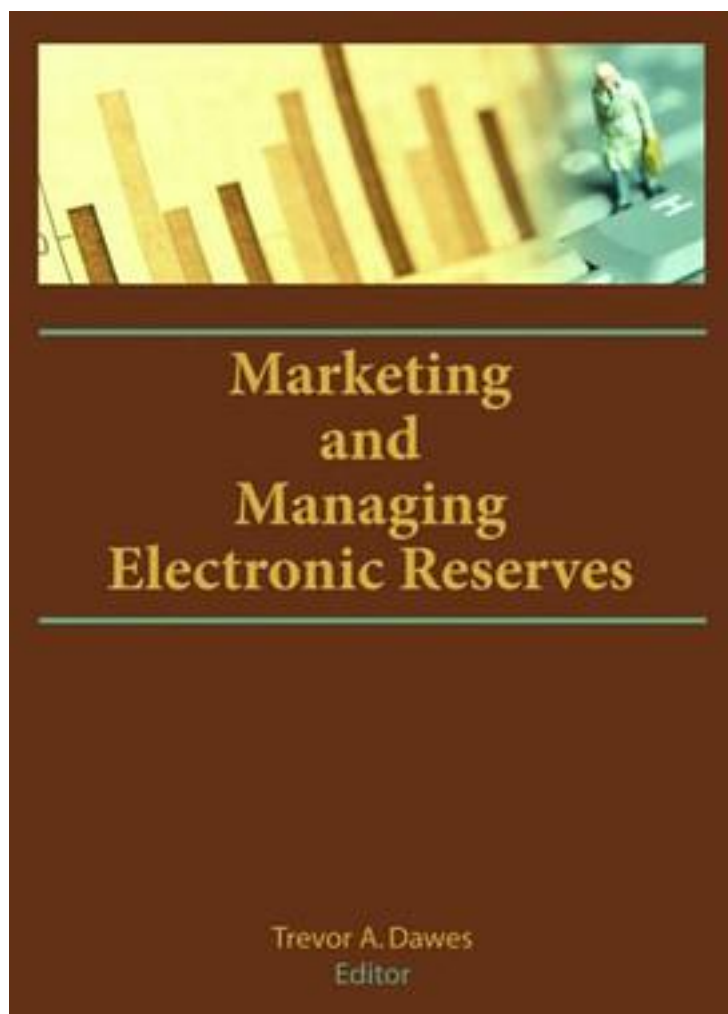


Marketing and Managing Electronic Reserves



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著者:Dawes, Trevor A.

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Academic libraries that provide electronic reserve services offer convenient access to

information to their students and faculty while gaining numerous other advantages, such as reducing both loss and staff workload. "Marketing and Managing Electronic Reserves" presents leading authorities with practical solutions to the challenges in effectively integrating electronic reserves services and marketing them to users. This book provides positive approaches that any academic library considering the implementation of an electronic reserve operation can use. All factors are considered, including size of institution, the relationship between the library and academic departments, and the budget and plan for marketing the service. More and more colleges and universities are implementing distance education programmes, highlighting the increasing need for remote access to information in the library, including reserve material. But executing monumental change is always difficult. "Marketing and Managing Electronic Reserves" tackles the difficult issues, discussing various libraries' journeys in bringing about the changes needed to remain the central information source for students and faculty. Problems inherent in the evolution from traditional reserve services to electronic reserves are examined, offering effective strategies for smooth transition. Whatever type of system you are considering, from homegrown to commercial to hybrid electronic reserves service, this book can help. "Marketing and Managing Electronic Reserves" is crucial reading for access services librarians, circulation and reserve librarians, public service librarians, library school faculty who teach public services courses, integrated library systems managers, and university course management software specialists.

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