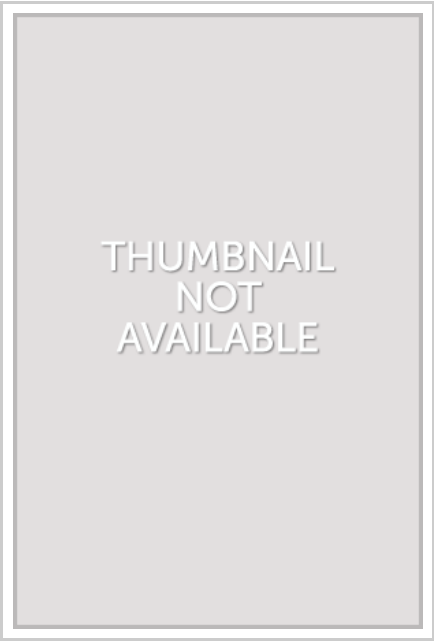


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Customer-Based Collection Development: An Overview (Paperback)

By -

ALA Editions, United States, 2014. Paperback. Book Condition: New. New.. 229 x 152 mm. Language: English . Brand New Book. This traditional tod down approach to collection development definitely has its drawbacks; even after spending a good deal of time, energy, and resources, librarians are sometimes frustrated to find that their library s collection is not being used as they anticipated. Bur there a another strategy that s gaining momentum. This book gathers together the best practitioners in the emerging field of customer-based=collection developmemt, whose goal is to find out what library users need and want and manage collections accordingly. Speaking from firsthand experience, professionals from a variety of academic and public libraries *Offer strategies for planning and implementing a customer-based collection program *Summarize its potential impact on a library s budget *Discuss cataloging implications, and other day-to-day operational issues *Present guidelines for evaluating and marketing Customer-based collection development is one way for libraries to navigate the rapid changes in what users expect of libraries, and this new anthology is an important guide to this approach.

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