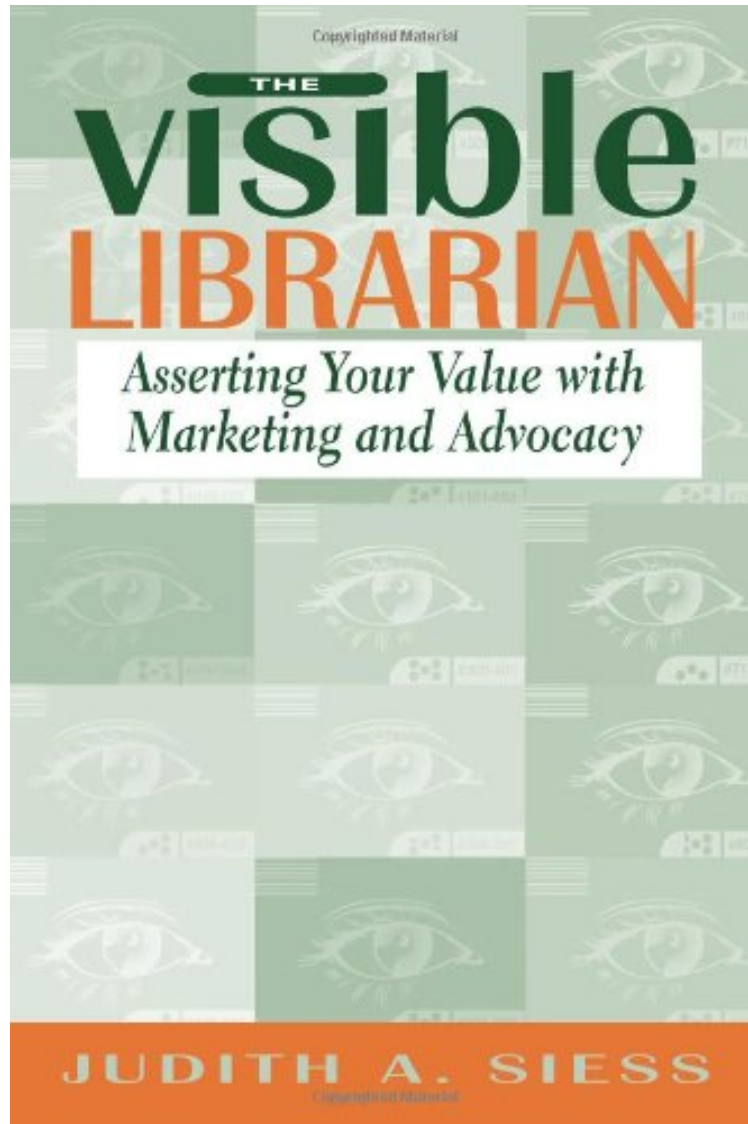


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Visible Librarian: Asserting Your Value with Marketing and Advocacy

Judith A. Siess

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Judith A. Siess : Visible Librarian: Asserting Your Value with Marketing and Advocacy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Visible Librarian: Asserting Your Value with Marketing and Advocacy:

0 of 0 people found the following review helpful. InsightfulBy Roselyn NyamotoThe book helps Librarians to think outside the box and bring out a lot of things that we take for granted. We need to get out of our comfort zone to be

more effective. The author suggests very practical things that librarians can do to be more visible. I highly recommend the book. 0 of 0 people found the following review helpful. *Visible Librarian: Asserting Your Value with Marketing and Advocacy* By Nelson A nice read for librarians. This is a wake up call to all librarians to stand up and defend their rightful position in whatever environment in these changing times. Delivery by was prompt. 3 of 3 people found the following review helpful. A superbly presented guide for librarians By Midwest Book Review *The Visible Librarian: Asserting Your Value With Marketing And Advocacy* by Judith A. Siess (President, Information Bridges International Inc. and publisher of "The One-Person Library: A Newsletter for Librarians and Management") is a deftly written and superbly presented guide for librarians which is especially timely in an era of economically strained time marked with corporate library downsizing, academic library retrenchment, and public library closures. Straightforward marketing, customer service, and public relations techniques for librarians and library managers make *The Visible Librarian* a practical, easy-to-follow, in-depth, and strongly recommended instructional guide for effectively promoting the enrichment and value of library services to its patrons and service communities.

Recent law, corporate, and even public library closings are the sad confirmation that libraries are no longer a given. Despite the fact that librarians bring unique value to their communities and organizations, too often their work goes on under the radar. The benefits provided by information professionals are invisible and taken for granted as Internet search engines replace real experts. It's time to assert your value and the value of the resources you marshal. Step from behind the desk or computer to make your community aware of just how indispensable your services are. Here are all the tools you need to become the "squeaky wheel" and attract the attention your work deserves. Use these practical strategies to connect with customers, make services both visible and valuable to the community, and get the word out using proven marketing, customer service and public relations tactics specifically tailored to the library environment. Learn to: Provide the answers your users/customers need; Gather internal and external champions to grow a funding base; Access the resources that keep your enterprise viable; Keep information resources available in spite of budget constraints; Be recognized as a value-provider within your organization or community; Library directors, department heads, solo librarians: Learn how NOT to be invisible! Packed with all the best practices in marketing library services, this hands-on guide provides inspiring stories and case studies of library colleagues around the nation who are successfully advocating and marketing themselves and their services.

From Booklist In her introduction, the author cites the recent downsizing and closing of libraries and the elimination of many library positions as proof that libraries are no longer a given in today's society. She places some of the blame on librarians, who she claims have not marketed themselves or their services well, nor been good advocates for their profession. In the five ensuing chapters, the author offers ways for librarians to reverse this situation and overcome their current "invisibility." Chapters discuss customer service, marketing, publicity, public relations, and advocacy, all while offering readers sound advice, recommendations, and wisdom gleaned from a wide range of experts and sources. Devoid of abstract theories and unrealistic propositions, content is sound and practical, strengthened by quotes, research, stories, and case studies. The guide concludes with an impressive list of additional sources and an index. An enlightening and timely resource highly recommended for all libraries. RBBC Copyright American Library Association. All rights reserved "The concepts are not hard to grasp. This book doesn't contain difficult theories...It's all real-world stuff that you can understand and act upon. ...Let this book show you how to become *The Visible Librarian*." About the Author Judith A. Siess, a recognized expert in one-person librarianship and interpersonal networking, is president of Cleveland-based Information Bridges International, Inc. She publishes and edits *The One-Person Library: A Newsletter for Librarians and Management*. Active in the Special Libraries Association, she was inaugural chair of SLA's Solo Librarians division. Formerly a corporate librarian for Elsas Bailey Process Automation, librarian for NASA Lewis Research Center, and information specialist with Enzyme Technology Corporation, her publications include *Time Management, Planning and Prioritization for Special Libraries*, *The OPL Sourcebook*, and *The SOLO Librarian's Sourcebook*. She holds a Master's of Science from the Graduate School of Library and Information Science at the University of Illinois.