



# **Proactive Marketing for the New and Experienced Library Director: Going Beyond the Gate Count (Chandos Information Professional Series)**

*Melissa U.D. Goldsmith, Anthony J. Fonseca*

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Academic libraries have continually looked for technological solutions to low circulation statistics, under-usage by students and faculty, and what is perceived as a crisis in relevance, seeing themselves in competition with Google and Wikipedia. Academic libraries, however, are as relevant as they have been historically, as their primary functions within their university missions have not changed, but merely evolved. *Going beyond the Gate Count* argues that the problem is not relevance, but marketing and articulation. This book offers theoretical reasoning and practical advice to directors on how to better market the function of the library within and beyond the home institution. The aim of this text is to help directors, and ultimately, their librarians and staff get students and faculty back into the library, as a result of better articulation of the library's importance. The first chapter explores the promotion of academic libraries and their function as educational systems. The next two chapters focus on the importance of the role social media and virtual presence in the academic library, and engaging and encouraging students to use the library through a variety of methods, such as visually oriented special collections. Remaining chapters discuss collaboration and collegiality, formalized reporting and marketing.

- Offers clear, concise writing, with thoughtful discussions of the problems facing academic libraries
- Demonstrates comprehensive and thoughtful research that informs theoretical approaches to realistic outcomes that address these problems
- Provides helpful tables, illustrations, and photographs that evidence the collaborative nature of contemporary academic libraries
- Provides practical examples from actual experiences that can be adapted by readers

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**From reader reviews:**

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Information is provisions for people to get better life, information currently can get by anyone from everywhere. The information can be a expertise or any news even a concern. What people must be consider whenever those information which is within the former life are challenging be find than now is taking seriously which one would work to believe or which one the particular resource are convinced. If you have the unstable resource then you obtain it as your main information it will have huge disadvantage for you. All of those possibilities will not happen in you if you take Proactive Marketing for the New and Experienced Library Director: Going Beyond the Gate Count (Chandos Information Professional Series) as your daily resource information.

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As a pupil exactly feel bored to reading. If their teacher requested them to go to the library or make summary for some guide, they are complained. Just very little students that has reading's soul or real their pastime. They just do what the trainer want, like asked to the library. They go to right now there but nothing reading significantly. Any students feel that reading through is not important, boring and also can't see colorful

images on there. Yeah, it is to get complicated. Book is very important for yourself. As we know that on this period, many ways to get whatever we want. Likewise word says, ways to reach Chinese's country. Therefore this Proactive Marketing for the New and Experienced Library Director: Going Beyond the Gate Count (Chandos Information Professional Series) can make you feel more interested to read.

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