

# Marketing Library and Information Services: International Perspectives

Edited on behalf of IFLA

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# INTRODUCTION

Matching, adapting, executing and optimizing organizational resources, services and facilities which are best suited to satisfying customers, is the basic *mantra* of modern marketing. Marketing, applied and practised systematically, becomes the central focus and force of every successful organization, whether profit-making or non-profit making. The organization's success depends on its effectiveness in meeting identified customer wants and needs, both explicit and implicit. *Customers* are people whose behavior we want to influence and with whom we want to develop long-term loyalties for our library's offering.

Delivering satisfying products and services for library customers is an *art* in itself. And to this endeavour, we must capitalize upon our experience as well as gain knowledge from other professions, which consider customer loyalty and satisfaction central to their mission. The turn of the 21st century brings forth new trends in marketing from cradle to grave. And our profession must be cognizant of these trends and ready to employ them.

Our profession's offerings include libraries, library and information professionals, and library and information goods and services. Our offerings represent a sacred store of human mental efforts for centuries. Successful libraries are influenced by the application of marketing. Marketing is necessary to: offer benefits, users want; reduce barriers to use and access; persuade and inform our customers; and carefully plan to satisfy their needs. *From a set of techniques to a mindset* - the more we delve into marketing, the more useful it is for daily planning, execution and outcome.

Marketing today spreads its wings within library services and is described in new categories such as relationship marketing, internal marketing, interactive marketing, technological marketing, emotional marketing and experiential marketing. In libraries, (no matter what category we call it) it is ideal to use marketing to promote behaviour change.

To streamline a growing plethora of thought and viewpoints of the library and information profession on this topic of marketing, we gathered voices in this volume of experts/educators/practitioners from across the world, who contribute provocative and stimulating viewpoints, endeavors and case studies.

The volume is divided into six sections. The first section begins with an elucidation of the concept of marketing, highlighting its relevance to modern libraries. Marketing is described as a broader umbrella concept which includes: promotion, public relations, publicity, advocacy, campaigns. The next section offers a detailed analysis of activities, efforts and programmes of marketing library and information services in various countries from Norway to Kenya! We hope this sharing of experiences will lead to more comprehensive analyses

of problems in common areas. The third section reviews the value of library associations in marketing libraries. The fourth section emphasizes the importance of the addition of the marketing into library and information science curricula. Various universities initiated library science not only as a subject within a course, but also as a separate field of study. The fifth section details the awarding of “best practices” in marketing of libraries in different countries. The last section reviews databases of marketing information and literature, which increased manifold in the past few years.

We as editors felt the utmost need to make these sections of this volume rich as any person referring to any topic, whether known or unknown finds it necessary to be introduced to the catalogue of finest works in the field. We as contributors and editors of this book do not boast of a “comprehensive compendious catalogue” but do emphasize a hard work was put into collecting material available till date. We sincerely hope that the votaries of library science around the world would appreciate and recognize the relentless efforts put in.

We believe that the book shall prove helpful for both working librarians and future librarians to understand vital issues relating to marketing of library and information services at the local, national and international level.

The book calls for “*the mind shift as well as a paradigm shift*”.

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