



Marketing Your Library's Electronic Resources: A How-To-Do-It Manual for Librarians (How to Do It Manuals for Librarians)

Marie R. Kennedy, Cheryl LaGuardia

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It's often hard to juggle promoting a library's e-resources effectively at the same time as building basic visibility within the community it serves. Useful for librarians at any type of institution, this How-To-Do-It Manual guides readers through every step of developing, implementing, and evaluating plans to market e-resources in an approachable and user-friendly way. Kennedy and LaGuardia show how front line librarians can improve awareness of under-utilized resources and increase demand for more of the same, thereby encouraging increased funding. Their book includes

- Four complete programs from both public and academic libraries
- A step-by-step organization guide, with a variety of feedback and assessment forms which can be used as models
- Numerous examples of well-executed plans and outcomes

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