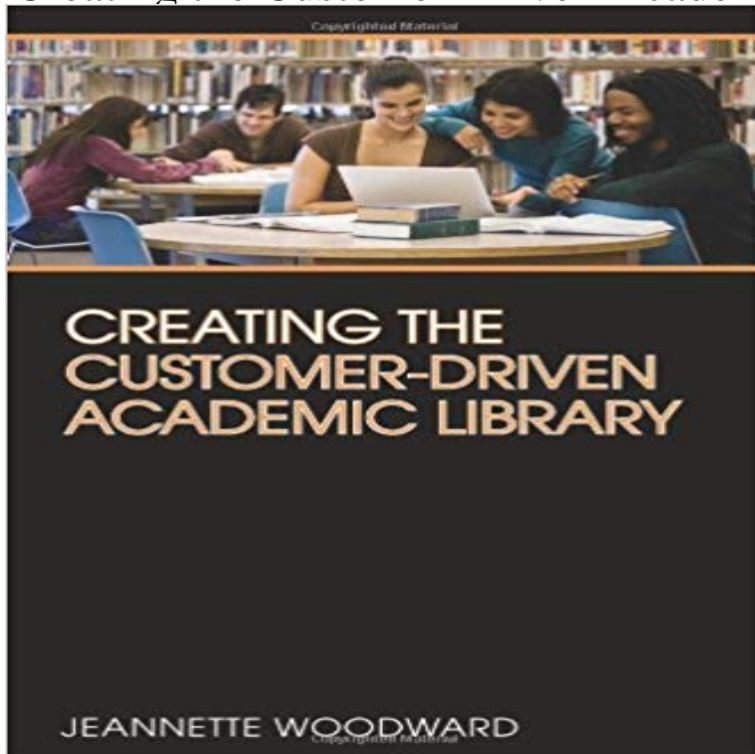


## Creating the Customer-Driven Academic Library



Academic libraries are going through what may be the most difficult period in their history. With more and more scholarly content available online and accessible almost anywhere, where does the traditional brick and mortar library fit in? In this book, Jeannette Woodward attacks these and other pressing issues facing today's academic librarians. Her trailblazing strategies center on keeping the customer's point of view in focus at all times to help you: integrate technology to meet today's student and faculty needs; reevaluate the role and function of library service desks; implement staffing strategies to match customer expectations; and, create new and effective promotional materials. Librarians are now faced with marketing to a generation of students who log on rather than walk in and this cutting edge book supplies the tools needed to keep customers coming through the door.

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