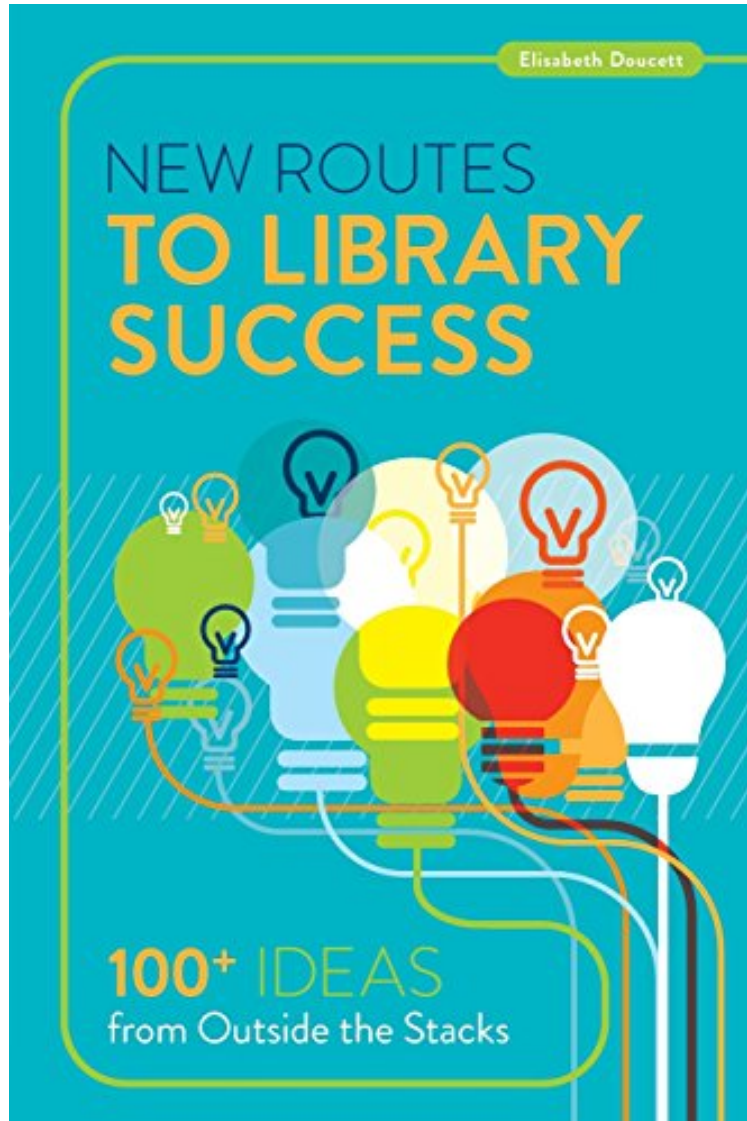


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New Routes to Library Success: 100+ Ideas from Outside the Stacks

Elisabeth Doucett

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Elisabeth Doucett : New Routes to Library Success: 100+ Ideas from Outside the Stacks before purchasing it in order to gage whether or not it would be worth my time, and all praised New Routes to Library Success: 100+ Ideas from Outside the Stacks:

Today's library leaders face a world in which the only constant is change. Seeking out innovative ways to meet the evolving needs of their communities has become a critical part of their responsibilities. In this book, Doucett mines new territory in this ongoing effort by exploring how successful organizations "outside the stacks" conduct their business. She interviews leaders of advertising, online commerce, fundraising, retailing, crowdsourcing and other organizations (including Kickstarter, L.L. Bean, Down East Magazine and Tom's of Maine, among others), learning what they do exceptionally well. From this research she presents more than 100 examples of game-changing ideas ready for application in libraries. And most importantly, she articulates a simple process that readers can use to pursue the same path of exploration at their own institutions, including the actual questions used during her interviews. An exciting survey of creativity in action, Doucett's book will encourage public library directors, managers, trustees, and staff to cross-pollinate their own expertise with innovative ideas from outside the stacks.

The eleven chapters do more than just interview the people involved with their companies; the chapter headings invite us to explore what it actually means to delve into organizational thinking ... This book is so easy and so simple only because it takes a complicated topic how do I make my library better and breaks the topic into easy-to-follow directions. The best part of the book is that the reader can refer to any chapter at any time and get some time-tested solutions to put into practice immediately." --Catholic Library World
A great read to help spur discussion and bring excitement to developing a different mindset about libraries. There are some great ideas that can be replicated for those willing to take a new approach to library thinking." --Voice of Youth Advocates
A handy, largely intuitive reference that, in focusing in on patrons as consumers, serves as both a stimulus for new paths and a methodology for canvassing one's own local community and patrons." --Booklist
About the Author
Elisabeth Doucett is the director of Curtis Memorial Library in Brunswick, Maine. In addition to a master's degree from the Simmons College Graduate School of Library and Information Science, she has an MBA in marketing from the Kellogg Graduate School of Management at Northwestern University. She is author of the books *Creating Your Library Brand* and *What They Don't Teach You at Library School*. She speaks and teaches nationally, generally focusing on the topics of library marketing, branding, and trend tracking.