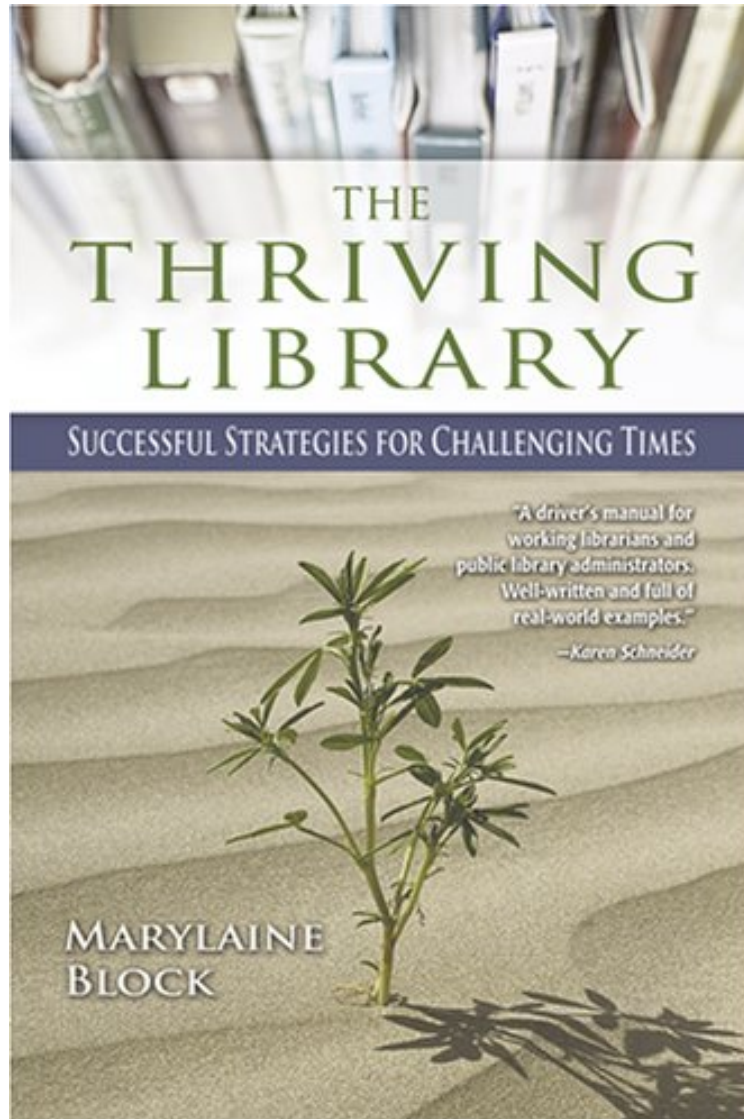


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## The Thriving Library: Successful Strategies for Challenging Times

Marylaine Block

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pick. Any collection catering to library administrators will find plenty of rich detail here, from strategies for promoting youth services and community partnership projects to marketing approaches, web blogs and sites, and more. Projects are described in the practitioners' own words and use examples from annual reports, programs, and more. Any collection catering to librarians will want this - as will the libraries considering it for both lending and institutional reference.

Here is a highly readable guide to strategies and projects that have helped over 100 public libraries gain community support and funding during challenging times. Marylaine Block integrates survey responses from innovative library directors with her research, analysis, and extended interviews to showcase hundreds of winning programs and services. The strategies explored include: Youth Services; The Library as Place; Partnerships; Marketing; Stressing the Economic Value; Library 2.0; Outreach; and Helping the Community Achieve Its Aspirations. Projects are described in practitioners own words, with additional examples drawn from libraries long-range plans, annual reports, programs, and Web sites, as well as from news stories and library literature. The result is a rich source of ideas and inspiration for those who want their libraries to thrive, not merely survive. Supported by the author s Web page.