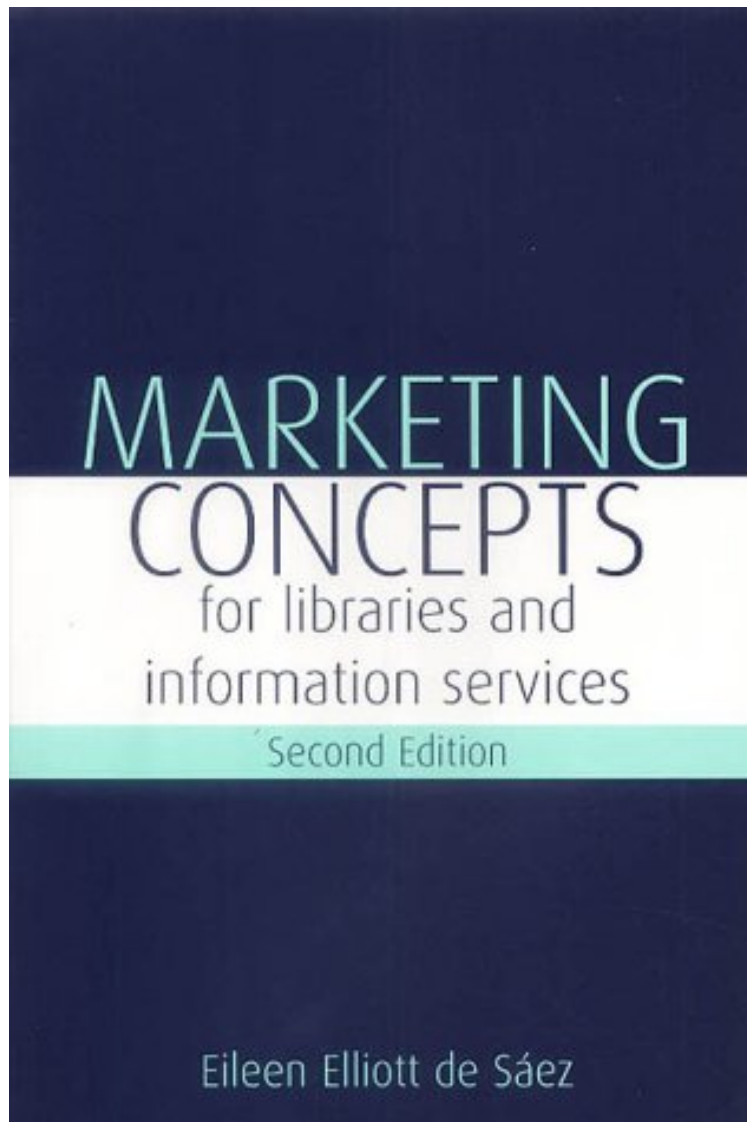


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# Marketing Concepts for Libraries and Information Services

*Eileen Elliott de Saez*

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The most successful organizations in a fast-changing world are those that are genuinely market oriented. If librarians

and information professionals are to ensure the survival and prosperity of their services, then marketing is a tool they must master and market research is an essential element of their work.

"For anyone involved in marketing their library or information service--and in my opinion that means all staff--this is essential reading." About the Author Eileen Elliott de Saez is a Chartered Marketer, one of the first in the UK, and was until recently Senior Lecturer at the School of Information Studies, University of Northumbria.