

The *Guidelines* do not, however, resolve other important issues. Surprisingly they say nothing about measures of library effectiveness and productivity and little about nonprint material and interlibrary cooperation.

Thus, even though they have taken "Standards for College Libraries" a step further in some respects, the *Guidelines* leave gaps that future sets of standards must address.—*Jasper G. Chad, Wichita State University, Kansas.*

The Marketing of Library and Information Service. Ed. by Blaise Cronin. London: Aslib, 1982, 359p. ISBN 0-85142-153-9.

Marketing library and information services seems to be on everyone's current agenda. "Techniques for . . ." appear on the Library and Information Science Research Agenda for the 1980s developed by Cuadra Associates for the Department of Education Office of Libraries and Learning Technologies. Special Libraries Association's "Highest Priority Issues" list refers to the need for developing strong public relations programs, and every recession-conscious public, special, and academic librarian has begun ruminating about, if not embracing wholeheartedly, the marketing concept.

Whether you agree with John Berry that "a library is a necessary public service" and shouldn't have to be "sold" like toothpaste, or with Fred Glazer that "pap" (persuasion, agitation, participation) is called for more than "quiet dignity," this volume of reprints brings it all together and lets you decide for yourself what marketing is, or can be, and how important it is to the future of libraries.

Blaise Cronin has selected, organized, and intelligently introduced many of the important articles on the subject. He begins with Theodore Levitt's classic 1960 article from the *Harvard Business Review*, which introduced the oft-paraphrased anecdotes detailing the demise of the railroads and the buggy whip industries owing to a lack of the understanding that industry is involved in "customer-satisfying" not "goods producing" processes. Definitions of the library user, nonuser, and information consumer, the variety of library products, marketing

tools, and techniques, the measures of effectiveness, target groups, and community analyses are recurrent topics for discussion in this collection.

In this fourth volume of the Aslib Reader series, the editor has limited selection to articles pertaining to the marketing of library services (as distinct from the marketing of scientific and technical information). Each essay approaches the subject differently and thus justifies its inclusion. There's general theory here as well as discussions of applied marketing principles and practices, and results of research on marketing methodology. The book's only drawback is the reduced print of many of the articles reproduced from larger-format journals.

Although published by Aslib, the majority of articles are by Americans—Robert Wedgeworth, Fay Blake and Edith Perlmutter, Shirley Echelman, Douglas Ferguson, Martha Boaz—these people will be instrumental in whether there is a future market for libraries and will play a major role in how library service is marketed.

Whether your interest is in "selling" the necessity for support of the public library as a free institution to the taxpayer, or you want to focus on the needs of your academic patrons for a computer searching service or review various pricing techniques for commercial information services, this book is highly recommended as a useful and important source. The reviewer believes with the authors that the survival of library services is a real concern, and, as Levitt points out, survival of any service organization always entails market response and change. Knowing your user, knowing your product potential, and knowing how to communicate and what to change are the basic tenets of successful marketing—and survival.—*Shelley Phipps, University of Arizona, Tucson.*

Marketing the Library. Ed. by Philip M. Judd. Newcastle upon Tyne, England: Association of Assistant Librarians, 1981. 124p. \$11 paper.

This slim, edited transcription of a "weekend school" leaves much to be desired, even though there are some highly

practical and sometimes profound ideas expressed throughout.

Print versions of oral presentations and question-and-answer sessions tend to depress my attention span. British idioms, such as "it has taken so long to wrinkle [librarians] out into the community," are delightful but also distracting. I always find it hard to think of collections as "stock," but, then, perhaps "stock" is a better term when entering the marketing game.

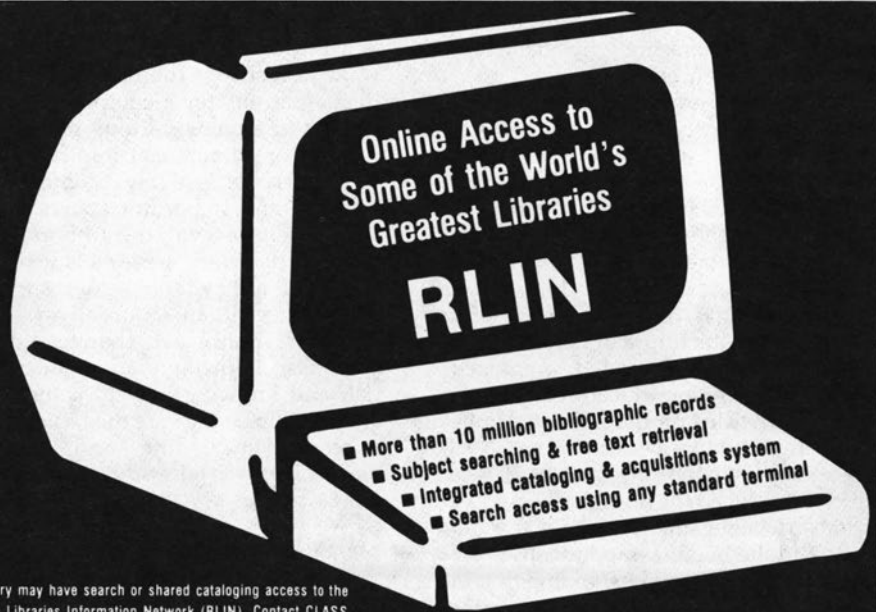
These poorly bound proceedings won't stand very much use, but then the market is slim in the U.S. for this one. Other more substantial volumes cover most of the topics better. "Marketing Concepts and the Library"; "Assessing Community Needs"; "Deciding Priorities: Rationalizing the Library Services"; "Promoting Library Services"; and "Acquiring and Allocating Resources" are the topics covered. Even the title has appeared on many other covers.

There are some provocative thoughts

contained here however: the implications for the public library of the growing leisure-services industry in Britain; the important marketability of the expertise of the librarians; the challenge to "have the courage to process and evaluate information, if that is what the client wants"; and the importance of separating needs and wants of potential library clients.

Undoubtedly this was a worthwhile weekend for participants; much in the transcript addresses local problems, and the challenging questions from the audience are quite refreshing and indicate a serious concern for the future of the public library.

Marketing the library in the northern division of the British Isles is a problem much the same as elsewhere, and unless the cast of British-English phrases can in-spirit the material for some readers better than other works on the subject, I'd recommend this only for library school collections, i.e., "stocks."—*Shelley Phipps, University of Arizona, Tucson.*



Any library may have search or shared cataloging access to the Research Libraries Information Network (RLIN). Contact CLASS.

CLASS

1415 Koll Circle, Suite 101

San Jose, CA 95112-4698

(408) 289-1756