Strategic Marketing in Library and Information Science

Strategic Marketing in Library and Information Science - George Keller 2002

1.2 What is a business case? The value of marketing in LIS has been underappreciated due to the belief that marketing is not relevant to academic libraries. The purpose of this chapter is to provide a comprehensive understanding of the role of marketing in LIS and to guide academic librarians towards the development of a business case for marketing. The chapter begins with an overview of the business environment in LIS and the role of marketing in LIS. Then, it provides a framework for developing a business case for marketing. Finally, it discusses the importance of marketing in LIS and the potential benefits of a business case for marketing.

Implementing for Results

Implementing for Results - George Keller 2002

1.3 Developing a marketing plan: A library marketing plan should include the following elements: (1) an analysis of the library's current marketing environment, (2) a description of the library's target audience, (3) an assessment of the library's marketing strengths and weaknesses, (4) a statement of the library's marketing objectives, and (5) an implementation strategy. The plan should be developed in consultation with key stakeholders, such as library staff, patrons, and the library's board of trustees.

Strategic Management of Sustainable Manufacturing Operations

Strategic Management of Sustainable Manufacturing Operations - P. J. Hanley 2016

2.1 Strategic management of sustainable manufacturing operations involves the development and implementation of strategies that align with the organization's mission and vision, while also considering the environmental and social impacts of the organization's activities. This chapter provides an overview of the key elements of strategic management, including the development of a strategic plan, the implementation of the plan, and the evaluation of the plan. The chapter also discusses the role of sustainable manufacturing in strategic management, and provides examples of how sustainable manufacturing strategies have been successfully implemented in organizations.

The Thin Book of® SOAR

The Thin Book of® SOAR - Lisa S. Price 2013

2.2 SOAR is a strategic thinking and dialogue process that enables organizations to identify their strengths, opportunities, and aspirations. This process is based on discovering and multiplying what the organization does well. The Thin Book of® SOAR provides a concise guide to the SOAR process, including key principles, steps, and tools. The book also includes case studies and exercises to help readers apply the SOAR process in their own organizations.

Selected Readings on Strategic Information Systems

Selected Readings on Strategic Information Systems - J. Peter Miller 2010

3.1 Strategic Information Systems (SIS) is the study of the role of information systems in achieving strategic organizational goals. This chapter provides an overview of the key concepts and issues in SIS, including the relationship between SIS and strategic management, the role of information systems in competitive advantage, and the management of information systems in strategy formulation and implementation.

Quality and the Academic Library

Quality and the Academic Library - Jeremy Atkinson 2016

4.1 Quality and the Academic Library is a comprehensive guide to assessing and improving the quality of services provided by academic libraries. The book covers a wide range of topics, including defining quality, measuring quality, and improving quality through continuous improvement. It also provides case studies and examples of successful quality improvement initiatives in academic libraries.

Developing Academic Library Staff for Future Success

Developing Academic Library Staff for Future Success - Jennifer Conroy 2004

5.1 Developing Academic Library Staff for Future Success is a guide to planning and implementing effective staffing strategies for academic libraries. The book covers a range of topics, including staffing models, recruitment strategies, training and development, and performance management. It also includes case studies and best practices from academic libraries around the world.
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