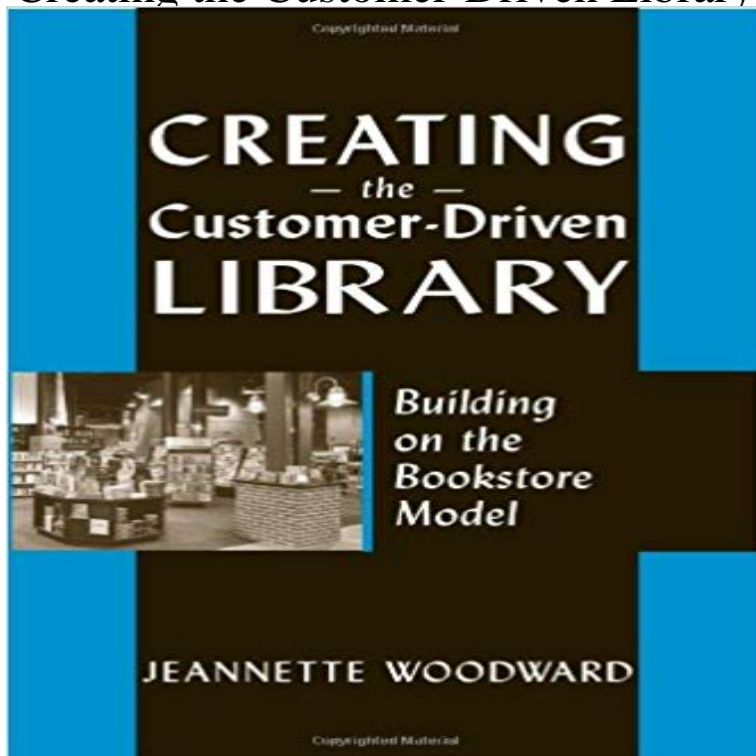


Creating the Customer-Driven Library: Building on the Bookstore Model



How can libraries make a difference in their communities when customers choose to hang out in the spacious, well-stocked new bookstore instead? With the goal of helping libraries market their services using low-cost or no-cost techniques, Woodward shares practical lessons for any library's revitalization inspired by the success of mega bookstores. Bookstores have succeeded by focusing on the customer, and libraries need to take a page from this playbook. While keeping one eye on their mission-to broaden library use and increase relevance while serving community needs-libraries can improve customer service, looks, and functionality in ways that enhance its community mission. Use *Creating the Customer-Driven Library* to: Offer accessible, customer-friendly signs, catalogs, and interior spaces; Identify the unique needs of your library's community-then meet those needs; Create a step-by-step, customized promotion plan that communicates with your market; Find cost-effective ways to connect-from user-friendly Web sites to promotional brochures; Show customers what the library has to offer and entice them to give it a try; Libraries remain vitally important to the organizations and communities they serve. Using these outreach and marketing strategies, Woodward shows libraries how to Become better than a bookstore, even without a hefty budget.

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