

Innovations in the Designing and Marketing of Information Services

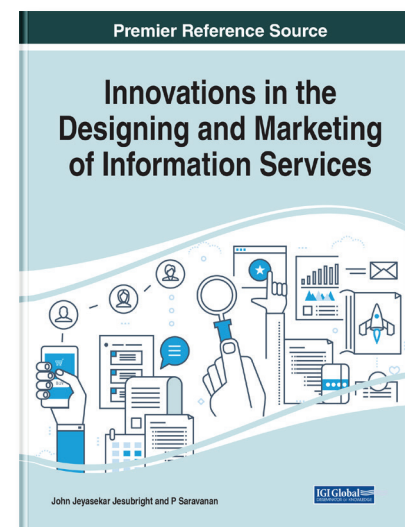
Part of the Advances in Library and Information Science Book Series

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Description:

Compounded with the emergence of information technology, information services have become more complex. In order to break the bottleneck in providing information services, the information behavior of the user community must be studied and library staff must be effectively trained to identify, adapt, and satisfy the information needs of every type of information seeker.

Innovations in the Designing and Marketing of Information Services provides emerging research exploring the theoretical and practical aspects of improving and expanding information resources and services in a cost-effective way and enables librarians to plan and present information services for the betterment of civil society. Featuring coverage on a broad range of topics such as e-resources, knowledge ethics, and user-friendly technology, this book is ideally designed for librarians, information scientists, behavioral scientists, information technologists, marketers, marketing executives, academicians, researchers, and students.



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Topics Covered:

- Accessibility
- Assistive Technology
- Copyright
- Cost-Benefit Analysis
- Customer Satisfaction
- E-Resources
- Information Literacy
- Information Retrieval
- Information Systems
- IT Security
- Knowledge Ethics
- Library Services
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- User Behavior

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