



Cost Analysis, Cost Recovery, Marketing and Fee-Based Services: A Guide for the Health Sciences Librarian (Medical Reference Services Quarterly)

M Sandra Wood

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This outstanding volume won the 1986 Ida and George Eliot Prize--awarded by the Medical Library Association for the work judged most effective in furthering medical librarianship. Library professionals review the controversy behind fee-for-service programs and provide a rationale for incorporating them into contemporary library philosophies of service. Some fee-based services are necessary for survival in a society that treats information as a marketable commodity; this comprehensive book gives practical advice on cost analysis, cost recovery and marketing of reference services, and presents information on establishing a fee-based information service, as well as examples of successful information service programs.

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