



Strategic Business Development for Information Centres and Libraries (Chandos Information Professional Series)

Margareta Nelke

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This book is aimed at guiding managers towards systematic approaches to improve and facilitate necessary strategic business development and planning. Conditions in the workplace for the Library and Information Services (LIS) are rapidly changing: many organizations are experiencing budget restrictions as well as stakeholders questioning the value of the services. Strategic Business Development for Information Centres and Libraries offers methods and tools for LIS departments to ensure value and benefits are delivered to the parent organization. It argues that LIS must be prepared to change according to the parent organization's needs, to develop strategies for important activities and to seek alliances among key stakeholders. It also offers information on the best practice from five top-performing international LIS units.

- Focuses on business development and planning on a strategic level
- Includes chapter tools that can be immediately applied by the reader
- Interviews with five practicing managers

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