



How to Give Your Users the LIS Services They Want

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Description

In these turbulent times, with the challenges of a constantly changing job market, shifting information-seeking behaviour and a vast array of new resources continually being produced, library and information services need to constantly keep one step, or more, ahead of their users. The benefits of analysing user behaviour are self-evident: better strategic planning, cost benefits and better use of budgets, better marketing, satisfied customers, satisfied management, and a library or information unit that is central to the needs of your parent organization. However, paradoxically, user needs and levels of expectation, including those of remote users, are often not fully explored. This accessible text goes back to the basics and investigates the following key issues: - Why this book? Defining your users - Understanding users: the what, why, where, when, how and who - What is the current knowledge of user behaviour and needs: is it really predictable? - Great expectations: how LIS professionals can manage and train users - Using information about past user behaviour - Making the most of knowing your users - Keeping track of changes in what users want - Tracking the future: electronic and social networking - Future perfect? Readership: This book will help any library or information professional anywhere to take a fresh look at this important area and to tackle it in their organization, so as to ensure that their users will always obtain exactly what they want. Webmasters and knowledge managers will also find much to interest them.

Contents

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