



Information Delivery in the 21st Century

By Leslie R. Morris, Yem S.Fong, Suzanne M. Ward,

Paperback. Book Condition: New. Not Signed; Face the information explosion with confidence! Information Delivery in the 21st Century: Proceedings of the 4th International Conference on Fee-Based Information Services in Libraries will guide newcomers and established practitioners alike through the major issues facing fee-based library information services today. Those new to this area will find helpful introductions to these issues, presented by seasoned practitioners with years of experience managing successful services or consulting in specialized areas of the information industry. Veteran information service managers will find thought-provoking discussions designed to stimulate the continuous service improvements that are so critical to success in today's rapidly changing information marketplace. Start-up and operation of a fee-based library information service is much like starting and running a small business, with familiar issues such as marketing, price setting, and monitoring the general business environment. In other ways, however, managing these services is even more challenging because of special considerations such as operating within a larger organization, copyright compliance, and changing trends in the information industry. Information Delivery in the 21st Century clarifies all of these issues, putting you in control of your situation. Information Delivery in the 21st Century, based upon sessions presented at the 1997...



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