

Bibliographical literature on LIS marketing: a review

Dinesh K. Gupta

Associate Professor & Head, Department of Library and Information Science, V M Open University,
Kota-324010, E-mail: dineshkg@sancharnet.in

Bibliographies are important source of information for researchers and practitioners. Bibliographies available on marketing of library and information services have been analyzed. Select bibliographies, annotated bibliographies, webliographies and literature reviews have been included. These have been evaluated and useful evaluation criteria have been used to help readers in selecting appropriate bibliographies for use.

Introduction

There is an increasing interest of LIS professionals in marketing. When information becomes a marketable product, marketing becomes central to the information profession to meet rising expectations of the users which has risen due to easier access to information and growing consumerism. Consequently, there has been increase in the volume of literature brought out in the area. These records are scattered and are available in variety of forms. A recent review on 'Literature on LIS Marketing: Growth and Pattern', identifies categories of sources on marketing LIS, states 'Any person interested in LIS marketing must have information of the bibliographies published in the area. Bibliographies are the best means of identifying literature on any subject and so as for LIS marketing. Production of bibliographies online is also becoming popular these days¹.' Another article on 'Key publications in Library Marketing' also mentions about some bibliographies and reviews². But, such bibliographies and reviews are scattered and many a times reference value is not known to researchers/practitioners. There is a need for detailed analysis and discussion about the important bibliographies that exist in the area in order to understand value of the each source so that researchers/ practitioners can find some information about each source at one place and make use of the same.

Objectives

Many bibliographical outputs with different objectives have been published in order to bring out the literature at one place. Bibliographical reviews are important

sources that critically look at the literature. But, these bibliographies or reviews are widespread, and researchers and practitioners find it difficult in identifying useful and appropriate ones for their study and works. Thus, the present paper aims at the following:

- To bring out different bibliographies and reviews on LIS marketing at one place;
- To illustrate types of sources cited in these bibliographies; and
- To underline concepts used in bibliographies underlining the scope of the LIS marketing.

Categories of bibliographies

Many bibliographies on Marketing LIS have been compiled to provide comprehensive or selective coverage of material on the subject. These bibliographies can particularly be useful in identifying retrospective material on subject rather than beginning from starch. Only a few of these bibliographies are current but some others are retrospective, annotated and web-based. These have also been published as part of bibliographical reviews. These may be as a book or published in a magazine or journal. Bibliographies available in the area can be categorized as:

Selective: Listing of bibliographical information.

Annotated: Some descriptive or evaluative comments about the source.

Webliography: Web based bibliographies, both enumerative and annotated.

Bibliographical reviews: Critical review of the literature and growth of the discipline.

Table 1—Selective bibliographies

Sl. No.	Title	Period covered	No. of items	Format	Arrangement	Remark
1.	Marketing	1983-2001	124	Web-based	Alphabetical	Updated up to Feb. 2003
2.	Marketing, fees and volunteers	1979-1992	118	Printed/electronic	Alphabetical	Available online at: www.eric.edu.gov
3.	Putting your library on the map	1971-2001	54	Web-based	Alphabetical	Has 17 items of websites
4.	Marketing of library and information products and services	1969-1997	289	Printed/electronic	Alphabetical	Published in the special issue of <i>Desidoc Bulletin of Info. Technology</i>
5.	Bibliography: Marketing	1992-2003	42	Web-based	Alphabetical	Mostly available in State Library of Iowa, last updated March 2006
6.	Marketing and Advocacy	2000-2007	184	Electronic	Subject and Source wise	Updated until 20 th Nov. 2008
7.	Information Center Marketing	1999-2006	87	Web-based	Alphabetical (by title)	Updated January 2007 Articles 69; Monograph12 Web –6 Large no. of web based material cited

Methodology

Bibliographies that have 'marketing' term in the title were included for this study. To find such bibliographies, searches were made in the databases *Library and Information Science Abstracts*, *Library Literature* and *Library Information Science and Technology Abstracts*. Apart from these databases, a search was also made in the published literature and on Internet to identify bibliographies on the subject. For this study, bibliographies include selective, annotated bibliographies, webliographies and bibliographical/literature review. Seven bibliographies from the each category have been selected for analysis.

The bibliographies can be evaluated on certain criteria such as authority, scope, arrangement, methodology, bibliographical content, currency, accuracy, etc. For this study the criteria chosen are period covered, no. of items format and arrangement in the bibliography.

Selective bibliographies

A bibliography is generally considered as an alphabetical listing of books, articles, reports, interviews, or even non-print resources like web sites, video or audio recordings, etc, given at the end of a written work (book, book chapter, or article), to which the author referred during the research and writing process. A selective

bibliography consists of the listing of sources keeping in view the objectives of preparing such bibliography. Brief information about seven such bibliographies is given in Table 1.

The sponsors/publishers of these bibliographies include: Centre for Study of Rural Librarianship of Department of Library and Information Science of Clarion University of Pennsylvania, Clarion; National Archives and Records Administration, Washington, DC; DESIDOC, New Delhi; State Library of Iowa; and FLICC/FEDLINK Marketing and Advocacy Sub-committee of Library of Congress; and Special Libraries Association.

The CSRL of the Clarion University of Pennsylvania, Clarion has developed 18 bibliographies with the purpose to supporting library outreach services on different aspects of librarianship and of these one is on 'marketing'. The NARA's Archives Library and Information Center has also brought out many bibliographies on different subjects including 'marketing, fees, and volunteers' to bring out resources at one place on the subject. The bibliography prepared as support of the Marketing Toolkit for Academic Law Libraries. A bibliography was published in thematic issue on 'Marketing' of *DESIDOC Bulletin of Information Technology*³. This journal again brought out

Table 2—Annotated bibliography

S. No.	Title	Period covered	No. of Items	Format	Arrangement	Remark
1.	Marketing for library and information centers: A selective annotated bibliography	1980-90	67	Print	By subject	Literature with easy access has been
2.	Marketing your library, outreach, public relations: An annotated selective bibliography	1980-1990	84	Print	By subject	Bibliography on the Theme of the ARLIS/SLA Conference
3.	Marketing library resources: An annotated bibliography	1998-2005	101	Print	By subject	Also gives a list of additional reading
4.	Library marketing into the 21 st century: A selected annotated bibliography	1995-2003	62	Electronic	Alphabetic by source	Includes books, audio-tapes, video tapes, list serves, online classes, discussion list, organizations, etc.
5.	Marketing libraries: An annotated bibliography		44	Electronic	Alphabetic	Also include web resources and others
6.	Library marketing research trends	1988-1999	26	Electronic	Alphabetic	Most literature published in the USA.
7.	Marketing: The Power of Ten	1997-2003	40	Web-based	Subject wise	Popular resources included

another thematic issue on marketing in 2002, but it did not have any bibliography.

Most of the bibliographies do not mention about the selection process and sources used for preparing the bibliography. 'Marketing, fees and volunteers' mentions that most of the cited items are selected from library and information science literature⁴.

'The Information Center Marketing' bibliography of SLA categorizes its resources in to articles, monographs and websites, arranged alphabetically by title⁵. 'Marketing and Advocacy' categorizes resources under various sub-headings and also according to formats⁶. Other bibliographies are just listing of resources by name of the author, etc. Only one bibliography 'Marketing, fees and volunteers' has an index by author and key word⁷.

Four of the of the seven bibliographies are web-based and are available electronically. Two are in print format, but 'Marketing, fees and volunteers' is also available freely on the *www.eric.edu.gov*. However, access to the 'Information Center Marketing' is restricted to the SLA Members.

The duration for which literature has been included varies, but the seven bibliographies together cover literature from 1970 to the present. There are no efforts to update web-based bibliographies.

Annotated bibliographies

The annotated bibliography adds descriptive and evaluative comments (i.e., an annotation), assessing the nature and value of the cited works to the basic citations that include in general or select or descriptive bibliographies. The addition of commentary provides the reader or researcher essential critical information and a foundation for further research. An annotated bibliography provides specific information about each source the researchers or practitioners have used. As a researcher, one becomes an expert on the particular topic and acquires the ability both to explain the content and to assess the usefulness of the sources for those not known. Brief information about such bibliographies available on the subject is given in Table 2.

The compilers of the annotated bibliographies or their publishers/sponsors include Victoria University, Wellington; Queens College Library for ARLIS/SLA

Table 3--Webliographies

S. N.	Title	Period covered	No. of items	Format	Arrangement	Remark
1	Marketing for library and information services	1994-2002	75	Web-based	Subject-wise	Last update: 2 August 2001
2	Marketing our libraries	2003-2005		Web-resources		Last update: 31 May 2005
3	Marketing Treasure Resources	-	60	Web-resource		Last update: 21 Feb 2005
4	Marketing and Public Relations	-	29	Web-resource	Alphabetical by title	
5	Marketing Resources for Libraries	-	24	Web-resource	No sequence	
6	Marketing Resources	-	22	Electronic	Alphabetical by title	A Few print resources
7	Marketing & PR	-	111	Web-resources	Subject and format	Many out of scope but recent additions made

conference; Elsevier; American Association of Law Libraries; University of Pittsburgh; Colorado Library Marketing Council; and University of Illinois at Urbana-Champaign.

These bibliographies were prepared for various purposes, for example 'Marketing for libraries and information centers' was prepared to illustrate the type and range of materials available for marketing management, a tool that can help library managers to determine client needs and provide feedback on library services and products⁸. 'Marketing your library, outreach, public relations' was prepared to support the theme of ARLIS/SLA Conference in 1990⁹. 'Marketing Library Resources' was developed by Elsevier as a source of inspiration of ideas and resources for working librarians¹⁰. 'Library marketing into the 21st century: A selected annotated bibliography' was prepared for the use of trainees taking a workshop¹¹. 'Marketing Libraries' was an outcome of the partial fulfillment of an academic degree programme¹². 'Library marketing research trends' was prepared for use by the participants taking a marketing workshop¹³. 'The power of Ten' offers resources on different aspects offering annotations to the existing literature, such as Ten ways John Cotton Dana promoted his libraries; ten reasons for marketing

library and information services, ten barriers to marketing library and information services; ten marketing strategies; ten marketing ideas and tips from academic, school and public libraries; ten marketing ideas and tips from special libraries; ten marketing ideas and tips to attract diverse populations; ten marketing ideas and tips for virtual reference services; ten web marketing resources; and ten recent books on library and information services marketing¹⁴.

Many of the bibliographies are arranged subject-wise. But, it is interesting to note that the selected subjects in these bibliographies vary largely. Subjects widen the scope of marketing which is discussed in the next part of the paper. 'Library marketing into the 21st century' has been arranged according to types of material, such, as articles, books and manuals, audio recordings, internet resources, listserves/ discussion lists library planning software, etc. 'Library marketing research trends' is arranged alphabetically by name of the author.

Most of the bibliographies did not include the sources of information that were used for preparing the bibliography. However, for preparing 'Marketing for libraries and information centres' sources like LISA, Information Science Abstract, Index New Zealand,

Table 4—Bibliographical reviews

S. No.	Title	Period covered	References cited/ covered	Remark/ emphasis/ Marketing terminologies covered
1.	Information marketing	1959-1978	57	14 related to libraries
2.	Information marketing for libraries	1982-1988	68	Changes over the previous review
3.	Marketing libraries and information services	1970-1981	86	Primarily emphasize Kotler's work
4.	Marketing libraries and information services	1982-1987	114	Marketing techniques to various activities
5.	Marketing of libraries and information services	Prior to 1998	180	Covers many aspects of LIS marketing
6.	Marketing in library and information sc.	1980s to 2002	104	Exceptionally some resources prior period
7.	Key publications in Library Marketing	1970-2005	47	Identifies important publications during 35 years

Catalogues of various libraries in Wellington and general marketing bibliographies were used. A variety of sources were consulted in compiling 'Library marketing into the 21st century', include: Books in Print, Legal Trac, Index Master, Wilson ILP, WorldCat, JSTOR, LLRX.com, Emerald online and many other sources.

It is interesting to note that in 'Marketing library resources', some important sources from 'Marketing' in general has been briefed on the recommendations of experts in the particular area.

Webliographies

A webliography presents a wide range of electronic resources that are freely available on the internet. A webliography is an enumerative list of hypertext links and a gateway to the various sources of information on the internet, whether annotated or not. Webliographies are digital equivalents of bibliographies (printed lists of information sources). Bibliographies are secondary sources among print media and webliographies are the same on the internet. Four kinds of bibliographies were found during the search, namely,

1. Those bibliographies/annotated, which are, printed but also put on the Web for the larger benefit,
2. Those bibliographies/ annotated bibliographies which are listing of items and made available exclusive on the net, and

3. Bibliographies which are provided on the net with search/link facilities, like a webpage/web-site
4. Bibliographies of web resources on the subject.

The first two categories have been included in respective categories as select bibliography/ annotated bibliography as the case may be. The third and fourth categories of bibliographies have been compiled as webliographies for this study and are given in Table 3.

'Marketing for library and information services' remained a very popular website for a long time. It covers both printed and web resources with annotations¹⁵. It is organized in different sub-themes and links to these themes are provided. 'Marketing our libraries' gives an exhaustive list of references, but has been put up in a haphazard manner as no standardized pattern has been adopted¹⁶. Other webliographies are list of web-resources with web-links in order to help users to put resources at one place.

In present day environment, webliographies are easy to prepare and cost effective. These are prepared by individuals for any specific purpose and the compiler shares his efforts by putting them on web. This has become much easier with the availability of Web 2.0 technologies which are very user friendly and easy to access.

These webliographies are not standardized in terms of citations do not offer details about purpose, selection of

Table 5—Cluster of marketing and related subjects covered in various bibliographies

Special Library Association, Marketing Information Centre, http://www.sla.org/content/resources/infoportals/market.cfm (restricted to SLA Members only)	Best practices, benchmarks, guidelines, toolkits, performance measures; Branding, market research, advocacy, strategic planning, return on investment; -marketing, blogging, podcasting, RSS, Wikis; SLA resources.
Tuffield J, Marketing for libraries and information centres: a selective annotated bibliography. Occasional papers in bibliography and libraries, 21, , University of Wellington, 1991, available at: http://www.eric.ed.gov/ERICWebPortal/contentdelivery/servlet/ERICServlet?accno=ED352967	Key non-library readings; New Zealand Libraries: marketing and promotion; marketing management; Marketing and planning: and publicity and promotion.
Penchansky M B, Marketing your library, outreach, public relations: an annotated selective bibliography, Queens College Library, 1990, 32p.	Public relations, practical applications of marketing, John Cotton Dana Public Relations Award, Marketing the new technologies, bibliographies, library marketing newsletters.
Decooman D, Marketing Library Resources: an annotated Bibliography. Elsevier Library Connect, 2005, Pamphlet #8 [Online]. Available: http://www.elsevier.com/framework_librarians/LibraryConnect/LCP08/LCP08.pdf	Strategic planning, environmental scanning, customer service, media relations and public relations, outreach and liaison efforts, marketing digital resources, development and fundraising, relationship marketing, evaluation.
Meyer P, Library marketing into the 21st century: A selected annotated bibliography www.aallnet.org/sis/allsis/toolkit/marketing_bib.pdf	Articles, books, manuals, audio recordings, video tapes, internet resources, listserv, discussion lists, marketing planning software.
Dlugosz J, Marketing libraries: an annotated bibliography, www.clics.ucsd.edu/marketingbib_JD.pdf	Marketing plan; Environmental scan, market audit and community analysis; Public relations (press release, public service announcements, media relations, customer service); Promotional material (newsletters, brochures, guides, websites); Development officers/fund raising; Friends of the library;.
Steadley M, Marketing: the power of ten, http://clips.lis.uiuc.edu/2003_09.html	Ways John Cotton Dana promoted his libraries, reasons for marketing LIS, barriers to marketing LIS, marketing strategies, marketing ideas and tips for academic, school and public libraries, ideas and tips for special libraries, ideas and tips to attract diverse populations, ideas and tips for virtual reference services, web marketing resources, recent books on library and information marketing.
Webber, Sheila, Marketing for library and information services, http://dis.shef.ac.uk/sheila/marketing/	General texts and articles about marketing information/ library services; marketing planning; Market research; Promotion and public relations; Pricing; Product and positioning; Specific sector (academic, company libraries etc.); Work of library and information professionals; Library friends group; specific countries.
Marketing our libraries, http://www.librarysupportstaff.com/marketinglibs.html	Articles and resources, understanding future trends, marketing the library on the internet, marketing resources for libraries.

Marketing treasure resources,
<http://www.chrisolson.com/marketingtreasures/mtresources.html>

Marketing and PR,
<http://midhudson.org/funding/marketing/main.htm>

Freeman J E and Katz R M, Information marketing, *Annual Review of Information Science and Technology*, 13 (1978) (37-59)

Tucci V K, Information marketing for libraries, *Annual Review of Information Science and Technology*, 23 (1988) 59-82.

Norman O G, Marketing library and information services: an annotated guide to the literature, *Reference Services Review*, Spring (1982) 69-80.

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Webber S, Marketing of library and information services, in Line, M., , Ed., *Library and information work worldwide*, London: Bowker Saur, 1999, 291-317.

Owens I, Marketing in library and information science: a selected review of related literature, *Acquisition Librarian*, (28) (2002) 5-31.

Koontz C, Gupta D K and Webber S, Key publications in library marketing, *IFLA Journal*, 32 (3) (2006) 224-231.

Websites dedicated to library marketing topics, resources from vendors, resources for library advocacy ,e-Catalogs with library promotion stuff, the “@ Your Library” Campaign, national library and information day/week/month observances, state library marketing campaigns, contests and awards to enter, learning opportunities, materials and readings.

Contacts, customer service, know your audience, telling your story, communications, library card campaigns, samples, displays in the library, newsletters, promoting databases, power point presentations.

Marketing literature, education literature, librarianship and information sc- appeals for national information policy, economics, marketing and pricing of information, social uses of information, fees for services, information brokers, telecommunications.

Marketing mix, managing the marketing programme, promotion, pricing marketing.

General overview of the state of arts, chronological review, special emphasis on customer service, as a part of marketing.

Strategic marketing and planning, marketing research and surveys, product, price, place or distribution and promotion aspects of marketing.

Marketing definitions, background of marketing, challenges of marketing LIS, mission, planning and market segmentation, market research, support from professional associations and institutes, product, promotion, public relations and librarian’s image, place, price, people, marketing the special library, marketing the public sector library, the virtual library and future of LIS marketing.

The context for marketing in LIS, marketing mix, marketing principles, relationship marketing, change management, change theories.

Chronologically on the basis of changing conceptual framework.

sources, etc. Many of the webliographies are not updated and once the purpose for which these were created is met, people just stop updating.

Bibliographical reviews

Bibliographical reviews are an important category of bibliographical sources that help readers and researchers

to analyze the available literature critically. More so such reviews are important sources that many a times clearly depicts the growth of literature, by identifying gaps and giving direction of the research, etc. The seven bibliography reviews were identified as given in Table 4.

The landmark in the marketing of library services was inclusion of the chapter ‘Information marketing’ in the

'Annual Review of Information Science and Technology' in 1978¹⁷. However; The heading marketing had appeared for the first time in the 5th Volume of ARIST in 1970. Subsequent issues of ARIST reveal some entries under the heading-marketing, of course, most of the studies were restricted to the relationship between user studies and information system design and subsequently presented under labels such as user needs, user training and economies of information. The 1978 ARIST review on marketing contains 57 references on marketing related to many disciplines and cited 14 references related specifically to library and information science. This review contains not only the list of papers with abstract but also mentions about the literature that is critical of the application of marketing of information. The appearance of some good words about marketing and pricing in information science or library literature, at conferences, and in the works of a few newer authors in the library circle is worthy. The second ARIST review on marketing 'Marketing libraries and information services' appeared in 1989 that discusses the earlier trends and developments in library marketing from 1982 through 1988r:¹⁸. Changes during the period included increased emphasis on combining strategic planning with marketing, and promotion of emerging technologies and new services reflecting the increased technology needs of library users. An annotated bibliography of literature reviewed was also included.

Parallely, 'Marketing libraries and information services: An annotated guide to the literature' demonstrates growth in the literature, that is, 86 publications ranging from pro and con editorials, books and 75 references to journal articles from 39 periodicals for the period 1970-82¹⁹. Most literature by this time was concentrated around the publicity, promotion, and marketing mix concepts. Publications dealt with promoting public libraries, academic libraries, special libraries, freelance information services, and bibliographical instruction. Articles written on school libraries were limited. There were further 114 entries in the 1989 update of the review in RSR published earlier in 1982, of which 90 references were made from journal articles from 49 periodicals²⁰. It is notable that most of the entries in this annotated bibliography apply marketing techniques to various library activities.

'Marketing of libraries and information services' reviews literature focused on some stages in the marketing cycle

and the element of marketing mix²¹. It gives considerations to marketing in different kind of libraries. 'Marketing in library and information science' explores the gradual development of its changing applications usually including only parts of the marketing mix, in the 1980s, then moving to a more expanded use of marketing in the latter portion of the 1990s and into the 21st century²². 'Key publications in library marketing' reviews key contributions from the early 1970s through the present. Many of the bibliographic citations lead to hundreds of publications authored over the last 30 years²³. As marketing developed in the United States and western world, the majority of the publications are in English.

Mapping of marketing aspects

Table 5 gives a cluster of marketing and related subjects that have been covered in bibliographies. However, it would be pertinent to mention that it is not a complete list of terminologies but an indicative one so that one can understand the scope of marketing and the way it is changing over the years.

The above table reveals that there are 18 bibliographical sources that have categorised resources into various headings, mostly on subject basis, some on format basis, and a very few chronologically to a limited extent. Some bibliographies have used both subject and format as basis of making categories of the items listed. It is interesting to note that the sources which categorised on subject basis have chosen different terms to classify the sum. It offers an insight into the wider scope of marketing and also changing face of the subject.

Conclusion

The study proves that there are numerous bibliographical sources available in the area of marketing of library services. These sources are compiled to provide comprehensive or selective material on the subject. Their purpose, scope, methodologies, time line, and format remained varied, as per suitability to the presenter/compiler. The study provides only a cursory look at the literature on the subject. There is scope for further research on the area, as below:

- Growth and development of literature on the subject chronologically, thematically, etc.
- An analysis of literature on the basis of formats, eg. web resources, periodical articles, books, thesis, etc.

- State of affairs on the basis on geographical area, e.g. literature on the subject in various countries.
- Research outputs on various sub-themes of the subject, individually, and collectively.
- Contributions of associations, institutions and individuals in the area.

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