

## Literature on LIS marketing: Growth and pattern

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In the beginning of 1970s 'marketing' entered into library literature. Thereafter growth has been noted enhancing its applicability in libraries resulting into wider knowledge base on the subject. This paper traces the history and growth of LIS marketing literature. It classifies LIS marketing literature into review publications and bibliographies, books (including conference publications), journals and newsletters, and web-based literature. These four sources represent the principal outlets for disseminating knowledge of LIS marketing.

### Introduction

The concept of 'marketing' originated in early 20<sup>th</sup> century and became a central activity for consumer products during 1950s. And in 1969, Kotler's 'marketing-for-non-profit organizations' opened new vistas for marketing. As a result, organizations including libraries, which had hitherto been away in using the term 'marketing', started taking interest in applying marketing. With the passage of time, the focus of marketing on library and information services further changed with the new categories of marketing such as services marketing, relationship marketing, internal marketing, internet marketing, one-to-one marketing, realistic marketing, symbolic marketing, guerrilla marketing, etc. The new theories vividly changed the nature and scope of LIS marketing and there is always a need felt for a comprehensive understanding of LIS marketing. The literature produced over the years is vital to understand it. The present paper traces the growth of literature, finds publishing pattern and offers an overview of the types of information sources available on the area.

### Objectives

- To study of growth of literature and to give an overview of the world literature on LIS marketing;
- To identify the publishing pattern of LIS marketing literature; and

- To give an overview of the types of information sources on LIS marketing.

### Methodology

The available literature on LIS marketing is widely scattered. Information professionals find it difficult to access appropriate and relevant literature. For the present study the Library and Information Science Abstracts (LISA) and Library, Information Science and Technology Abstracts (LISTA) have been used. The two databases offer online searches to data from the same period when 'marketing' started appearing in library and information services literature. Title keyword search on 'marketing' was carried out for five yearly clusters to retrieve records. Many other sources such as bibliographies, reviews, books and journal article have also been consulted and used for this introductory study. Internet resources have also been identified.

### Literature on marketing

Generally, growth of literature refers to an increase in number of documents published in the field. The number of publications on LIS marketing has increased significantly as is reflected from the search results obtained. Table 1 gives the results from the title keyword search on 'marketing' in LISTA (Library, Information Science & Technology Abstracts) and LISA (Library and Information Science Abstracts) databases.

Table 1 – Marketing literature in different databases

Year	LISTA	LISA
1970-1975	21	13
1976-1980	36	40
1981-1985	127	95
1986-1990	133	154
1991-1995	146	245
1996-2000	217	237
2001-2005	445	240
Total	1125	1024

From Table 1, it can be seen that both the databases have nearly the same number of records on marketing. The table also reflects that marketing literature has been on the rise, especially after 1990.

### Other developments in LIS marketing

The growth of library and information services marketing literature over the years shows that the interest of library and information professionals in the area is continuously rising. During this period, the following major landmarks have significantly contributed in popularizing and advancing the cause of LIS marketing the world over:

1. Rigorous efforts by international, national and regional associations for popularizing marketing through establishing separate sections, e.g., Management and Marketing Section at IFLA, Advertising and Marketing Section at SLA, Public Relations and Marketing Section at ALA, Publicity and Public Relations Section at CILIP. These associations organize various programmes/activities and bring out publications.
2. Popular magazines/ newsletters, such as *Marketing Library Services*, *Library Treasurers* give specific coverage on marketing of library services. These offer tips, ideas and insights to librarians and others on how to promote and apply marketing tools to their information services and products. Many other important

journals have also brought out special issues on marketing or related areas.

3. Inclusion of marketing of information and library services in the syllabi of many universities across countries. There are also various institutions/ agencies/associations running short-term training programmes on different aspects of marketing. Important guidelines for teaching LIS marketing for making effective marketing in libraries and information centres are available<sup>1,2</sup>.
4. Recognition of best marketing practices through various awards, such as IFLA International Marketing Award, John Cotton Dana Library Public Relations Award, CILIP Public Relations and Publicity Award, Best Practices in Marketing Academic and Research Libraries @your Library Award, ALL/West Excellence in Marketing Award, etc.
5. Communication on the net through various web sites, bibliographies, discussion lists, training packages, blogs, and other web resources.

### Types of publications

Literature is available in various forms including books, conference proceedings, journals and newsletters, doctoral theses, patents, standards, etc., in both printed and electronic form. The databases help users to access literature they desire. The categories of publications in the databases include, biographies, books, book chapters, book excerpts, book reviews, corporate profiles, do it yourself works, exhibits, feature articles, interviews, obituaries, product evaluation, speech, and symposium.

LISTA gives options to users to have results according to format of the publication, broadly divided into academic journals, magazines, and books/ monographs. Further, search options also allow users to find information according to literature categories such as bibliographies, book chapters, book reviews, case studies, reports, conference papers, proceedings, dissertations, editorial, entertainment reviews, interviews, patents, product reviews, etc. The results from the title search on 'marketing' accumulating into five-yearly break ups to see the growth of the literature when search is made in the LISTA (Library, Information Science & Technology Abstracts) database which is show in Table 2.

Table 2 – Types of publications in LISTA on LIS marketing

Year	Journal articles	Books	Magazines
1970-1975	02	11	8
1976-1980	04	20	12
1981-1985	28	54	35
1986-1990	27	19	87
1991-1995	43	4	99
1996-2000	56	-	160
2001-2005	186	-	259
Total	346	107	660

Table 2 reveals that the maximum literature on the subject is covered in magazines whereas books remain minimum which of course seems to have stopped since 1996.

Journals are very important category of publication on any subject as these are essentially academic and research outlets. But there is no exclusive journal on “Library Marketing”. However, significant number of journals include marketing articles. Many of the library and information science journals and magazines have brought out special issues on marketing and related aspects. These include *Catholic Library World*, *Library Journal*, *Illinois Libraries*, *Journal of Library Administration*, *ASLIB Information*, *Library Trends*, *Computers in Libraries*, *Kirjastolehti*, *NLA Quarterly*, *Information Outlook*, *PNLA Quarterly*, *SCONUL Focus*, *DESIDOC Bulletin of Information Technology*, *Acquisitions Librarians*, *Information and Library Manager*, *College and Undergraduate Libraries*, *EBIB Bulletin*, *Mississippi Libraries*, and *Colorado Libraries* etc. These journals have been brought out on the specific

theme of marketing as an agenda for discussion at full length. Library schools, professional associations, government organizations, and commercial publishers publish these journals.

Newsletters are important sources covering the latest developments taking place in library and information services marketing. Table 3 details the newsletters exclusively available on the subject.

Some of the marketing newsletters are free whereas some are priced with free access to selected papers.

The other category of publications on LIS marketing are books on LIS marketing which may be categorized into two: (i) those books specifically written on LIS marketing (by title) by solo or joint authors or those whose works that focus on any aspect of or any particular group of libraries, and (ii) Composite books of collected papers, either previously published or reprinted or written specifically for the new work, and also conference proceedings are included. In the first category are the works of authors such as York<sup>3</sup>, Leerburger<sup>4,5</sup>, Weingand<sup>6,7,8</sup>, Savard<sup>9</sup>, Wood<sup>10</sup>, Hamilton<sup>11</sup>, Dean<sup>12</sup>, Walters<sup>13,14</sup>, De Saez<sup>15,16</sup>, Coote<sup>17,18</sup>, Keiser and Galvin<sup>19</sup>, Hart<sup>20</sup>, Welch<sup>21</sup>, Rowley<sup>22</sup>, etc.

In the second category important publications with marketing in title include, Cronin<sup>23,24</sup>, Yates<sup>25</sup>, Weingand<sup>26</sup>, Kinnel<sup>27</sup>, Jain et al<sup>28</sup>, Savard<sup>29</sup>, Broady-Preston<sup>30</sup>, Savard<sup>31</sup>, Gupta and Jambhekar<sup>32</sup>, McAdam<sup>33</sup> and Gupta et al<sup>34</sup>.

### Bibliographies and reviews

Any person interested in LIS marketing must have information of the bibliographies published in the area.

Table 3 – Newsletters on LIS Marketing

Sl. No.	Name of the newsletter	Publisher	Start year	Coverage
1.	<i>MLS Newsletter</i>	Info Today	1988	Popular articles, book reviews, etc.
2.	<i>Marketing Treasure</i>	Chris Olson & Associates	1987	News and short articles, book reviews, etc.
3.	<i>M&amp;M Newsletter</i>	IFLA Management & Marketing Section	1997	News and events

Table 4 – Internet resources on LIS marketing

Internet Resource	
Websites	<a href="http://www.librarysupportstaff.com/marketinglibs.html">www.librarysupportstaff.com/marketinglibs.html</a> <a href="http://www.dis.strath.ac.uk/people/sheila/marketing/">www.dis.strath.ac.uk/people/sheila/marketing/</a>
Bibliographies	<a href="http://www.slis.ualberta.ca/cap03/jocelyn/homepage.html">http://www.slis.ualberta.ca/cap03/jocelyn/homepage.html</a> <a href="http://www.sla.org/membership/irc/market.html">http://www.sla.org/membership/irc/market.html</a>
Manuals/ Guides	<a href="http://ip.lexis-nexis.com/reference/MarketingTipColor.pdf">http://ip.lexis-nexis.com/reference/MarketingTipColor.pdf</a> <a href="http://www.inasp.info/pubs/pro-librarians/INASPproactivelibrarian.pdf">http://www.inasp.info/pubs/pro-librarians/INASPproactivelibrarian.pdf</a>
Newsletter/ Magazines	<a href="http://www.chrisolson.com/marketingtreasures/index.html">www.chrisolson.com/marketingtreasures/index.html</a> <a href="http://www.ifla.org/VII/s34/#Newsletter">www.ifla.org/VII/s34/#Newsletter</a>
Tutorials	<a href="http://www.nlc.state.ne.us/libdev/mini-courses/outreach/sell.html">www.nlc.state.ne.us/libdev/mini-courses/outreach/sell.html</a> <a href="http://www.olc.org/marketing/index.html">http://www.olc.org/marketing/index.html</a>
Weblogs	<a href="http://librarymarketing.blogspot.com/">http://librarymarketing.blogspot.com/</a> <a href="http://libtalk.blogspot.com/2006/04/you-must-see-this-presentation.html">http://libtalk.blogspot.com/2006/04/you-must-see-this-presentation.html</a>
List serves	<a href="mailto:listproc@ala.org">listproc@ala.org</a> <a href="mailto:prtalk@ala.org">prtalk@ala.org</a>

Bibliographies are the best means of identifying literature on any subject and so as for LIS marketing. The important bibliographies published on LIS marketing include PENCHANSKY<sup>35</sup>, TUFFIELD<sup>36</sup>, NATIONAL ARCHIVES & RECORD ADM (USA)<sup>37</sup>, RAJA<sup>38</sup> and DECOOMAN<sup>39</sup>. Production of bibliographies online is also becoming popular these days.

These bibliographies are quite useful in finding history of literature of LIS marketing and also for identification, or description of writing or publications of different categories on the area in different time frames. Literature on marketing of library and information centers is well reviewed. Some important reviews include: TUCCI<sup>40</sup>, NORMAN<sup>41,42</sup>, WEBBER<sup>43</sup>, COX<sup>44</sup>, OWENS<sup>45</sup>, LEE<sup>46</sup>, OSIF<sup>47</sup> and KOONTZ ET AL<sup>48</sup> and FREEMAN AND KATZ<sup>49</sup>.

These bibliographical reviews give descriptive or critical notes of writings relating to LIS marketing in different time frames. It also gives exhaustive bibliography/ annotated bibliography on the subject at the end.

### Internet resources

There are also good number of resources available on the web on the area of marketing of library and information services. There are different search engines to list out sources based on different search options, but identifying some important sources has always been a challenge for the seeker/ searcher. Table 4 gives details of the two websites each of the different resources.

As such many of the traditional sources of information now have presence on the Internet. It appears that literature on LIS marketing at all levels is rapidly shifting

from print media to electronic media. However, quality of Internet resources varies vastly and mainly depends on authority, coverage, accessibility, display and output, currency, etc.

### Conclusion

Substantial literature on LIS marketing exists, which has been growing and newer dimensions of LIS marketing evolving. While journal articles and books are a major source of information on LIS marketing, the study also reveals the new sources such as the newsletters and different forms of Internet resources on LIS marketing.

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