

PAPERS

 22

Jack Andersen,
Nanna Kann-Christensen
**Marketing the library:
between customer satisfaction
and accountability**

 34

Antonia Arahova, Rejean Savard
**Marketing Online Services
in Libraries: The Distant Patron
the Nearest Customer**

 45

Linda Ashcroft
**Public Relations challenges
for libraries**

 55

Gitte Balling, Lise Alsted Henriksen,
Laura Skouvig
**Marketing the Profession:
Let the Spinster do the Job?**

 67

Raoul Boers
**Ubi et orbi – The paperless library
as a content broker and information
aggregator**

 74

Marianne Ericsson
Marketing the BOBCATSSS Symposium to LIS-Students

 83

Eeva-Liisa Eskola
**Developing and marketing of
customer-oriented and ICT-based
information services for small
and medium size enterprises
in South-West Finland**

 92

Maria Farras, Joana Ferrer,
Marga Mulet, Mireia Siles
Service charts: a tool for promoting and marketing university libraries

 100

Ilona Feketéné Birkus,
Anna Juhász-Barják
**Promotion of Library Services
in the Institutional Library of SEAS
at ELTE University**

 110

Ivanka Ferencic, Natasa Brekalo
**The basics of branding in public
libraries in Croatia**

 119

Hana Field, Terry Weech
**Marketing Public Library Services
to Older People**

 132

Janneka Guise

**Planning, Marketing, and Delivering
a Summer Research/Writing Workshop
to new University Students:
A Model for International Collabo-
ration**

 141

Marie Solum Hansen

**Marketing a commercial website
to librarians**

 149

Kathrine Hayes

**Expectations of Librarian's
and Information Professional's
in the Google World.**

 154

Petra Hauke, Kathrin Grzeschik,
Jana Rumler, Sebastian Wilke

**Open Access between Request
and Reality**

 164

Josef Herget

**Assessment Concepts and Bench-
marking Studies as a Marketing Tool.
A Case Study in the Field of
Website Search.**

 170

Tord Høivik

**Competition and marketing:
Public libraries in the Norwegian refe-
rence market**

 180

Casper Hvenegaard Rasmussen,
Henrik Jochumsen

**The Public Library in the Customer
Society**

 189

Justyna Jasiewicz-Hall

Do librarians laugh?

 195


Ariff Syah Juhari, Dr. Derek Stephens

**Provisions for Evaluating
Competitive Intelligence Software
for use in Small and Medium-sized
Enterprises (SMEs) in Malaysia**

 206


Karin Kaiser

**Communication Design &
Marketing of Information Services –
the Communication Concept of
»BOBCATSSS 2007«**

 210


Nerisa Kamar

**Marketing of Electronic Infor-
mation Resources: A Case of The
J.D Rockefeller Research Library,
Egerton University**

 218

Joost Kircz

**Creation Driven Marketing
A vision paper**

 227


Marian Koren
**Strategic choices for national
library campaigns**
**Learning from experiences
in the Netherlands and Denmark**

 240


Michael René Kristiansson
**Marketing as Networking in the
Modern Library**

 249


Mihaela Banek Zorica,
Sonja Spiranec, Nikolaj Lazic
**School librarian –
marketing specialist?!**

 257


Isabell Leibing, Guido Baltes
**Guerrilla Marketing
for Information Services?**

 269

Olivia Macolic, Friederike Schleinitz
Swarm Intelligence

 276


Stephen Marvin
**Transition in Information –
Transinformation –
Transforming Information Services**

 289


Tóth Máté
**How to make the profession
more attractive? Governmental and
professional efforts in Hungary**

 299

Angela Maycock, Terry Weech
**Relationship Marketing and the
Academic Library:
Preparing Future Librarians
to Market Information Services**

 310

Tanja Mercun, Maja Blazic,
Barbara Plestenjak, Neja Mlakar
**Library LOGO: an effective
way of marketing or an UUO –
unknown useless object**

 322

Michael Has, Zdenek Molnár
**Using Competitive Intelligence
for enhancing Business cluster
competitiveness**

 331

Florence Muet
**External Analysis: an Essential
Tool for Diagnosing LIS Marketing
Environment and Positioning**

 342

Sebastian Mundt
**What method for your survey
project? A guide for students and
practicioners**

 344

Jelke Nijboer

Forgotten books: the new social and cultural agent

 346

Petr Ocko

Prospects of Marketing in the Information Economy

 357

Emma Olander, Katrin Strindvall

Study at the Swedish School of Library and Information Science! A study of marketing at the Swedish School of Library and Information Science at Borås University College

 368

Richard Papik

Reasons for Competitive Intelligence Topics in Curriculum of Information and Library Schools

 374

Niels Ole Pors, Carl Gustav Johannsen

Innovation, Marketing and Competition: A study of libraries' market penetration and the users' perceptions and preferences

 383

Radovan Vrana, Ana Barbaric, Ivana Pondeljak, Ivana Mikanovic

Win, lose, or draw: determining the winner in sustaining positive public image in the competition between public libraries and electronic media

 393

Laurits Rasmussen

The virtual BOBCATSSS network marketing

 400


Radka Rímanová, Linda Skolkova

Library Catalogue as a Marketing Tool for Library Services

 409


Sissel Rødland

The prison library – a source for higher life quality? – How to market literature as a positive experience for inmates?

 415


Joseph Frank Rogani

Consortia and library services: users' satisfaction with the Emeroteca Virtuale digital service at the University of Calabria

 427

Heidi Romsaas, Ellen Heiberg

Marketing Planning for Academic Libraries – from everyday services to conscious level marketing

 436

Jan Rylich & Tomás Tománek

State Technical Library and Medistyl Ltd.: Comparison


➤ CONTENTS

 445

Bodil Jörgensen Schylit
**Library user training
as marketing – explorations
into the comprehensions and
usability of library user training
as a marketing tool**

 454


Dominika Sokol
**Developing Marketing Strategies
for dLIST and the LIS Commons**

 464

Jan Soukup, Lukás Kulovany
**Marketing strategy of public and
academic library**

 471


Yoo-Seong Song
**Brand Management for Academic Li-
braries: Constructing a Value
Proposition**

 479


Tor Sveum
**Marketing and promoting the library
through the integration of services.
The case of Norwegian libraries**

 488

Tereza Sedivcová Trísková
Library as a partner of users

 494

Liwen Vaughan
**Web Data Mining for Competitive
Intelligence**

 496

Hannah Verhoeff
**Adopt Business Intelligence:
Solution or Pollution for the Company
Culture?**

 506


Antti Virrankoski
**Promoting by Expertise – A Study
on Information Search and Usage
in Geographical Research as an In-
strument for Marketing Librarianship**

 513

CSA
**Integrating Users and Resources
in Information Marketing**

 515

Jaroslav Horky, MEDISTYL
External
**There is no database in the world
that contains everything... (Sample
searching from STN International
database network)**

 522

Dr. Frantisek Vrabel, NewsTin.com
**Cross-Language News Aggregation
delivering Global Business
Intelligence**

 527

Tovek , Tomas Vejlupek
**Using visualization tools
in Competitive Intelligence**

 546

Emiel Korte, Ivan Pascal,
Koos Kerkhoven, Maria Tsaousi,
Ziren Zhou
RFID : The new marketing tool?

WORKSHOPS

 536

Sabien Adelaar, Marijke Groesz,
Ella Ruigrok
Guiding the blind marketeer?

 538

Dace Bukovska
**Human Factor in the Library:
Breaking the Stereotypes**

 540

Elena Corradini
**Marketing digital collections and
services for children and young adults**

 542

Sylvia Daskalova, Anita Kiss,
Frederik Beekman, Kalliopi Synodinou,
Jiannis Ntalianis
**Knowing Your Target Group and
Use Your Knowledge**

 544

Jonas Eiriksson, Matthias, Retsloff,
José Manuel, Marie Ulletved Jørgensen,
**Quality, Actuality and Diversity:
Marketing of Library and Information
Services**

 549

Ivan Spingl
**Strategic Information for
Company Growth**

 551

Olivia Hausen, Werner Schweibenz
**Using the Personas Method
for Applying Marketing and User
Research Data**

POSTER SESSIONS

 556

Mihaela Banek Zorica, Maja Bencec,
Iva Brunsek, Ivana Misalongin,
Tomislav Ivanjko, Lidija Sajatovic
**Student in search for information:
Mystery shopping in Croatian
libraries**

 558

Sanja Biskup, Ivana Mutnjakovic,
Martina Dragija Ivanovic
**Library marketing programs:
comparative study**

 560

Bob Glass
**Library & Information Science
Courses – Making them work!**

 562

Jill Coe
**Marketing Library Services –
The Role of the Genelological Librarian
in the Marketing Process**

 563

Anna Dabrowska
**Manipulation of Costumer's
Awareness in the Internet**

 565

Ole Valdemar Gosvig Olesen,
Jon Kjær Amundsen
**Marketing Strategies for Public
Libraries in Denmark: Reactions
through Cyberspace to Changes
in the Book Market.**

 567


Merien Gracek, Iva Sokolic,
Boris Badurina
Students' Digital Library

 569


Ivan Grgic, Zorana Kostadinovic,
Nikolina Vrbanc, Karolina Ivanisevic,
Ivana Moric, Dora Rubinic
**Reaching Library Non-Users :
measuring the impact of mass media**

 571

Monika Katarzyna Halasz
**Public Relations on market of infor-
mation. High-school education in PR.**

 573

Justyna Jasiewicz-Hall
**Guerilla Marketing:
What a Librarian can do**

 575

Sara Koncilja, Ines Bombac,
Marijana Abe, Nina Hocevar,
Primoz Juznic
**Advertising of inquiry and
reference service »Ask the librarian«**

 577

Aira Lepik
**Marketing Concepts in the
Curriculum of Library and Informa-
tion Science Education**

 579

Karla Lucht, Bryan Voell
**Many Ways to Ask One Question:
Virtual Reference and Consummate
Service at the Library**

 580

Kelly A. McCusker
**The Human Factor –
Networking- Effectiveness of
different methodologies to transfer
cultural and heritage preservation
information.**

 581

Anna Eliza Orlikowska
Usability & Human Factors

 582

Natalija Pilipjonoka
Marketing in an academic environment: Evaluation of database usage skills reflecting the quality of Online services and promotion at Loughborough University (UK)

 584

Ewelina Rybka, Elzbieta Borkowska,
Karolina Póltorak, Renata Murawska
Benchmarking as a new method of library management

 586

Lena Singer
Social Networking Websites and Library Reference Services: The Kids are Doing It and We Should, Too

 588

Silva Suhanenkova,
Ruta Garklava, Daiga Lapina
Stereotypes in library

 589

Tiger Swan
Marketing for Inclusion: Reaching the Lesbian, Gay, Bisexual, and Transgender (LGBT) Communities

 591

Sara Thompson, Terry Weech
Quality, Actuality and Diversity: Libraries, Languages, and the Long Tail: Implications for the Marketing of Information Services

 593

Paul S. Ulrich
Multilingual Collaborative Reference Services

 595

Linda Williams
Marketing Public Library Services through non-traditional links

 598

Marta Wontorowska
An application of Customer relationship management (CRM) in commercial and non-profit organisations.

 600

Damian Zalewski, Dominik Piotrowski
Library cafe - organization of groups for library users