

Marketing Your Library's Electronic Resources: A How-To-Do-It Manual for Librarians. By Marie R. Kennedy and Cheryl LaGuardia. Chicago: Neal-Schuman, an imprint of the American Library Association, 2013. 177p. \$60 softcover (ISBN: 978-1-55570-889-4). How-To-Do-It Manuals.

Marie Kennedy and Cheryl LaGuardia seek to fill a gap in the library literature by collaborating on a guide that is unique in its focus. Not only does it combine the critical topics of electronic resource management and library marketing, it addresses the need and the know-how for developing a marketing plan. The authors preface the book with their reasons for writing it, including limited patron awareness of electronic resources, a lack of librarian familiarity with marketing techniques, and a need to justify the value of library services and collections in the face of market competition and a tight economy. LaGuardia has written and reviewed widely on the subject of electronic resources, while Kennedy has lectured on and researched e-resources from a marketing perspective. Although both authors draw their experience from academic libraries, this book targets all library types and personnel, reflecting the belief that the most effective marketing occurs in the daily interactions of library staff with user communities.

The manual is divided into two parts. Part 1 describes the step-by-step process of developing a marketing plan. The first chapter establishes the purpose of the plan, while subsequent chapters deal with design, implementation, writing, assessment, and revision. Part 2 provides sample marketing reports from a digital library, an academic library, and two public libraries. The "Web Extra" feature of the book offers access to PDF and editable Microsoft Word versions of these reports.

Each chapter is well documented with cited references and recommended resources. In chapter 1,

for example, coverage of Counting Online Usage of Networked Electronic Resources (COUNTER) includes the website for its Code of Practice. Chapter 2 points to such web tools as Strength, Weaknesses, Opportunities, and Threats (SWOT) templates for strategic planning and Gantt chart software for managing timelines. All URLs that I accessed were current as of this writing.

True to their marketing theme, Kennedy and LaGuardia introduce key concepts with analogies to everyday life and popular culture. In chapter 1, they compare marketing without a plan to shopping without a list, with a reminder that the first part of making a list is taking stock of what you have. This strategy helps to illustrate and reinforce ideas in a user-friendly style. The how-to of e-resource marketing is outlined in chapter 2 with the design of a nine-step plan. Chapter 3, "Implement Your Marketing Plan," shifts the focus to actual practice. I found the title somewhat misleading; this chapter is essentially a literature review, organized within the context of the authors' nine-step framework. In a recent article, Kennedy asserts that there is not yet a strong-enough body of literature to identify a clear "path for success in marketing electronic resources."¹ For quick reference, the authors distill information into figures and tables, including a visual outline of the planning process in figure 2.1 and a summary of three key studies in table 3.2 that resulted in "actionable knowledge" (65). A useful sidebar of professional journals and databases encourages readers to stay current with marketing research.

The authors provide tips in chapter 4 on putting the plan into writing. They highlight what they feel are the strongest components of the examples offered in part 2—a move toward suggesting best practices. This chapter might have been better placed as an introduction to part 2 to segue to the written reports, which vary from short

and to-the-point to more detailed and comprehensive. I found three of the four plans to be helpful as potential models. Example 3 has a broader scope and perhaps is not as useful to those looking specifically for an e-resource marketing plan.

Knowing that real-world constraints will likely alter the course of any plan, Kennedy and LaGuardia address the need for constant assessment and revision in chapters 5 and 6. Documenting outcomes helps to improve future endeavors, not only for individual libraries, but for the profession as a whole. The authors allay the fears of math-phobic librarians by providing sample questions, feedback forms, and an assessment rubric. Also included are appropriate discussions about the role of a well-designed library website and ethical considerations regarding marketing style.

Kennedy and LaGuardia offer a flexible, step-by-step approach to e-resource marketing that is neatly laid out in the table of contents and searchable via a comprehensive index. The variety of presentation techniques—narrative text, sidebars, figures and tables, and "Web Extras"—makes this a multilayered resource appropriate for a wide range of learning styles, institutional environments, and levels of marketing experience. If the authors' emphasis on planning and assessment is heeded by librarians, perhaps a future edition of this guide will be able to cite a richer literature that includes evidence-based best practices.—Lynn Schuessler (lynnschuessler@comcast.net), York, Pennsylvania

Reference

1. Marie Kennedy, "Collaborative Marketing for Electronic Resources: A Project Report and Discussion," *Collaborative Librarianship* 5, no. 1 (2013): 42–51, accessed July 8, 2013, <http://collaborativelibrarianship.org/index.php/jocl/article/view/204/182>.