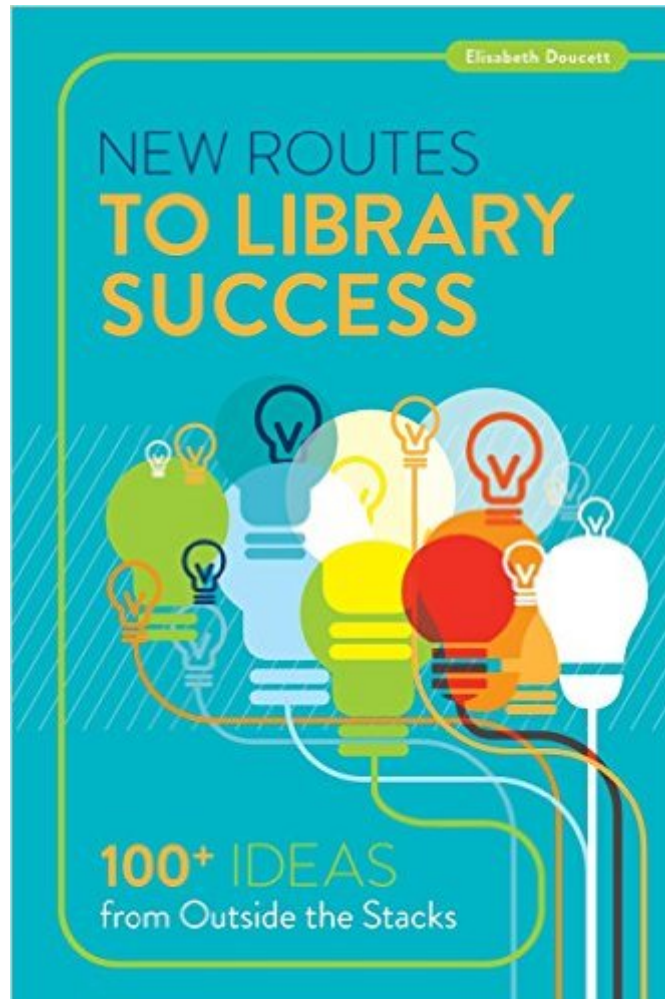


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New Routes To Library Success: 100+ Ideas From Outside The Stacks



Synopsis

Today's library leaders face a world in which the only constant is change. Seeking out innovative ways to meet the evolving needs of their communities has become a critical part of their responsibilities. In this book, Doucett mines new territory in this ongoing effort by exploring how successful organizations "outside the stacks" conduct their business. She interviews leaders of advertising, online commerce, fundraising, retailing, crowdsourcing and other organizations (including Kickstarter, L.L. Bean, Down East Magazine and Tom's of Maine, among others), learning what they do exceptionally well. From this research she presents more than 100 examples of game-changing ideas ready for application in libraries. And most importantly, she articulates a simple process that readers can use to pursue the same path of exploration at their own institutions, including the actual questions used during her interviews. An exciting survey of creativity in action, Doucett's book will encourage public library directors, managers, trustees, and staff to cross-pollinate their own expertise with innovative ideas from outside the stacks.

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