

***Don't limit reading to library lit!  
That's incestuous. There are many more  
marketing ideas and success stories in the  
world of commerce. You don't have to be  
commercial, but you must  
honk your library horn!***



Anderson, Chris. *The Long Tail: Why the Future of Business Is Selling Less of More*. New York: Hyperion, 2006.

Cone, Steve. *Powerlines: Words That Sell Brands, Grip Fans, and Sometimes Change History*. New York: Bloomberg Press, 2008.

Evans, Jean. "Staff First," *Netconnect supplement to Library Journal* (Summer 2004).  
<http://www.libraryjournal.com/article/CA428131>.

Fugere, Brian, Chelsea Hardaway and John Warshawsky. *Why Business People Speak Like Idiots: A Bullfighter's Guide*. New York: Free Press, 2005. Free download for Bullfighter software at <http://www.fightthebull.com>

Hirko, Buff and Mary Bucher Ross. *Virtual Reference Training: The Complete Guide to Providing Anytime, Anywhere, Answers*. Chicago: American Library Association, 2004. Check the appendices for guidelines on virtual field trips and other tools useful for evaluating web sites and services. **And don't miss:**

*Virtual Reference Adventure*, an online version of this training, including marketing resources. [http://cs.ala.org/ra/vr\\_adventure/](http://cs.ala.org/ra/vr_adventure/)

Kiviat, Barbara. "Word on the Street," *Time*, April 23, 2007, p. 64. "Pssst...your friends may be shilling for a soap company. Why people love marketing by word of mouth."

Koren, Leonard and R. Wippo Meckler. *Graphic Design Cookbook: Mix & Match Recipes for Faster, Better Layouts*. San Francisco: Chronicle Books, 2001. New ed. Unusual, visual guide.

Krug, Steve. *Don't Make Me Think: A Common Sense Approach to Web Usability, 2<sup>nd</sup> Ed*. Indianapolis: New Riders Publishing, 2005. Good web design is critical to marketing online content and services. This short, witty book offers a wealth of solid advice.

"Marketing," WebJunction and Questionpoint. A wide variety of links at  
<http://www.webjunction.org/marketing>  
[http://www.questionpoint.org/support/promote/promote\\_gp.html](http://www.questionpoint.org/support/promote/promote_gp.html)

Olson, Chris. *Marketing Treasures*. Monthly e-newsletter for libraries.  
<http://www.christolson.com/marketingtreasures/>

Ulaby, Neda. "State-of-the-Art Ads Are Increasingly One-to-One," *All Things Considered*. (National Public Radio broadcast), May 29, 2007.  
<http://www.npr.org/templates/story/story.php?storyId=10355723>

Vadon, Mark. "Engaging With the Customer," *Fortune*, May 14, 2007, p. 28. "Listen to customer phone calls....Help remove obstacles...Embrace clutter...."

*Virtual Reference Services: Marketing Guidelines* (Funded by an LSTA grant for the University of Washington and King County Library System), 2002.

<http://www.webjunction.org/marketing/articles/content/431900>

## OTHER SOURCES

"Bubble Room Blog: Brand Share." *Library Journal*, 2009. Short video explaining the concept of "brand"—a great introduction for staff.

[http://www.libraryjournal.com/flashVideo/element\\_id/2140344831/taxid/33552.html](http://www.libraryjournal.com/flashVideo/element_id/2140344831/taxid/33552.html)

Glitz, Beryl. *Focus Groups for Libraries and Librarians*, Medical Library Association, 1998. Not a new title, but unique in that it focuses on the library context.

Ideas: <http://adage.com/digital/> Sign up for online newsletters – lots of professional information on Internet marketing.

Images: [www.istockphoto.com](http://www.istockphoto.com) Canadian source—huge catalog in many formats, reasonable prices

Inspiration: Gladwell, Malcolm. *The Tipping Point: How Little Things Can Make a Big Difference*, 2000 and *Blink: The Power of Thinking Without Thinking*, 2005.

Software: Adcracker. <http://www.adcracker.com/> "A tool to create world-class advertising and marketing ideas, fast."

Web site bells and whistles: Engaged Patrons (EP). <http://www.engagedpatrons.org/> "...services are free to U.S. public libraries receiving less than \$1 million per year in total income." Article about it:

Houghton, Sarah. "Big Tech for Every Library," *Netconnect supplement to Library Journal* (Summer 2006). <http://www.libraryjournal.com/article/CA6344744.html>

Word of Mouth Marketing: <http://www.bzzagent.com>