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Library Clip Art Sheet #3

MARKETING *Treasures*

Ideas and Insights into Promoting Library & Information Services

Volume 10, Number 6
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Leveraging the Marketing Opportunity of the Year

Bill Gates wowed Special Libraries Association annual conference attendees with a visionary speech about the present and future state of libraries in the high-tech Microsoft world. Gates talked with real excitement about the wealth of electronic information tools available, and the new skills librarians will have to develop to utilize these tools, but he concluded, "The goal is really the same, it's to be the information hub of the company." A week earlier, he catapulted public libraries into the news with a huge donation to provide computers. The word is out: Bill Gates believes librarians are the key to an organization's economic strength.

What can you do with that word? It's the opportunity of the year. The world's richest man, the leading technology guru is trumpeting the virtues of librarians. And it's not just Bill Gates. Other non-library sources are suddenly discovering that librarians have skills critical for information management in the 21st century. A revolutionary change is taking place in librarianship. New media are crying out for our skills in organizing, packaging and distributing information. The central role of information in our economy means libraries belong at the heart of the organization. Grab that word and run with it—to your managers, your colleagues and your customers. Bill Gates, futurist sage and capitalist success story, just presented a tremendous marketing point for you. We'll look at some other non-library sources who are excited about the opportunities librarians

offer in managing the fount of knowledge now available. All this excitement adds up to one thing: it's time to take a leap into the new role for librarians. We're not just a service industry anymore, we have the potential for being designers, producers, distributors, managers and in charge for a change.

What You Can Do Right Now

If you came back from the SLA conference excited and exhilarated, don't lose that energy. You were there. You heard Bill Gates in person. This is big news—treat it as such. Go outside the library with the news, with an article in the company newsletter or local newspaper. Go on TV or radio with an interview. Get out into the community as a speaker and tell the local chamber of commerce, service club, or business forum what Bill Gates thinks is central to how you run business. Everyone would like to make Bill's money. You're in a position to tell one of his biggest secrets.

Put Gates' speech (or selected excerpts) out on your intranet, newsletter, and fliers. Tuck a flier of Bill Gates quotes into each library product. Post the URL for Bill Gates' "live" performance on www.microsoft.com/saltmine.com/netshow/SLA97.htm and tell your customers they can watch the talk.

Whatever you do, don't treat this as just another SLA conference. If nothing else happened there (and you know that a lot else did), Bill Gates is major news and is the best source to bolster your argument that it's time for a revolutionary rethinking of your role and your organization's priorities.

"The goal is really the same, it's to be the information hub of the company."

Pearls of Wisdom

Marketers know that packaging is half the battle in catching the consumer's eye. For a special communication, use a unique package. The Advertising Club of New York's Andy Awards recognized Dye, VanMol & Lawrence ad agency's use of a can labeled "Bugs" to deliver the Middle Council Boy Scouts' annual report. A plastic pail and shovel could hold your vacation schedule. A Chinese food carry-out container can announce your access to Pacific Rim business resources. And, if you don't have the budget to buy the real thing, put a virtual container on your web page.

Have pen, will travel, and if your pens are like ours, they quickly travel to a mysterious hiding place. Help your clients keep track of their pens with the Holdster or the Grippit, stick-on holders which can be mounted on computers, desks, telephones or any smooth surface. Every time your clients reach for the pen, they'll see your name and message, and thank you. Call Colony Specialty Printing at (301) 662-5790 or fax them at (301) 620-7136 for these and many other creative promotions.

Was it better in the good old days? Periwinkle software makes a compelling case with antique illustrations in their Sampler clip art edition. A great change from contemporary, high tech, high speed images, these vintage automobiles, classic garden favorites and whimsical drawings will amuse while they illustrate your points. Periwinkle offers Home and Garden editions as well, with that same nostalgic look. Call 800-390-0461 or fax your request to (608) 243-1253.

Personalized packing tape? When you want to make sure you get full credit for what you've delivered, you can wrap your name all around the package. NEBS carries the fiberglass-reinforced tape and will imprint it with your message. Contact them at 800-225-6380 or by fax at 800-234-4324.

In the sweltering summer heat, give your customers a cool break. Decorate your communications with an out-of-season snowman or icicle-covered sign. Choose cool colors for your communications and report covers—ice blue, pale lavender, spring green—and stay away from the hot pinks and oranges. And remember, blue-white papers are cooler than ivory or beige.

Summer is a good time to review your marketing effort to customers who've been out of contact. Take time to go through your database and see who hasn't called for a while, and find a creative way to contact them. Do you have new resources they'd be interested in? Have you provided specialized reports to another client which would interest someone who's been out of touch? Send a cheery note and remind them of all you can do, and follow-up with a phone call or visit.

Java, frames, animation, banners, pop-up boxes, site maps. The possibilities for web sites just keep growing like weeds, but if you had to choose only one web site application, let it be email—direct from your web site to your mailbox. Web sites are great marketing tools, but endless verbiage, graphics and high-tech entertainment can't make up for simple communication. And don't hide that email link on only one page of your web. Make it easy for people to get in touch with you by linking to direct email. Oh yes, don't forget to list the old fashioned phone, fax and snail mail options. The easier you are to contact, the more business you'll get.

Stock photography is a wonderful resource, now that we have photographic-quality printers and graphically interesting web sites. Publisher's Toolbox offers two collections of royalty-free medical photographs, and a collection of earth and space photos. Call them at 1-800-390-0461 for more information. ■



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Back issues and samples are available. Contact our office for latest prices. Additional binders available at \$5.00 each. Promotional copies available for conferences & meetings. Call for details.

Missing issues must be reported within 3 months of issue date. Missing issues requested after this time will be supplied at the regular back-issue rate.

Clip art used in this issue: all art is from this issue's clip art package.

Leveraging... *continued from page 1***What Bill Gates Thinks We're Good For**

"Our employees are spoiled. They are used to the idea that if you've just sent in an electronic mail to the library, people are going to be very responsive and get you that information." Is that what your management and your customers think about you? Before you can promote a new vision, you have to buy into it completely yourself. Haul out your mission statement and your latest customer surveys. What do you expect of yourself? What do others expect of you? Now envision a new, central, vital library role. Revolutionize your ideals and your vocation. Bring your staff on board to believe that the library is the most important part of the company. Get ready to sell that idea to upper management and to your customers. Once you've done that, you can begin implementing your marketing plans.

To communicate the possibilities for your library, use examples from Gates' speech about the Microsoft library and its role. He said, "...in most industries the basis of competition will be on how a company deals with information." That quote alone is worth a banner on your web site or newsletter. Put it in fliers that go out with your products and suggest how your library can make that a reality for your company. His idea that, "Every knowledge worker today should have electronic mail, productivity tools and an internet connection." is a statement for today, not the futuristic vision it was a decade ago.

But Gates is wise enough to see the limitations of universal access to raw data and disorganized information. "We don't want to turn everybody into a surfer that has to go out and give search command after search command, so having that expertise embodied in the library and having them not only publish links but take the information and evaluate it and put it up on electronic sites—that will become absolutely critical." The Microsoft library has designed high-tech tools to provide Microsoft workers all over the world with quick access to complete, organized and selected information. "The Web that we've built, what we call MS Web, that lets you go around and find, not only the information that's put up by the library but all the information that different groups in the company have published," explains Gates.

Amy Dunn-Stevenson of the Microsoft library offered a tour of Microsoft library's electronic

"Before you can market a new vision, you have to buy into it completely yourself."

"Every knowledge worker today should have electronic mail, productivity tools and an internet connection."

access tools which is worth a separate article in each of your electronic and paper publications. "The MS Web site is a centralized directory to all those many corporate links that we have." The MS web offers a directory to all Microsoft's accumulated knowledge sources, powerful search engines of both Microsoft's resources and the Internet, "advertising" spots for company events or new news sources, and customized current awareness features for individual employees. As she says, "we've really been able to add value by allowing users to search the entire corporate Internet from a single source."

This incredibly powerful information access engine is at the heart of Microsoft's innovative strengths. If it works so well for Microsoft, shouldn't you use this opportunity to make an imperative case for bringing your library to the heart of your organization and use the full power of electronic communication to serve its mission? How do you do that? Get the library involved in all the forms of information dissemination your company offers: the Intranet, information systems department, R & D, human resources, communications. Have a presence in each of these places, find out both the information resources and the needs, and develop a plan to consolidate information services. Take that to management and sell it.

If you have centralized many information services, but your customers don't know it, launch a promotion campaign to let them know how you've added value to the incoming data and information with your organizational skills and technological tools. Here's a chance to use your web site creatively. Put up a "map" of your resource links. You're the only one who knows all you have—share the excitement with a bold announcement that you "cover the world", not just a few selected resources. Show your "Internet gateways" on the map, as well as your links to other internal resources. As you get more involved in electronic access, you can use and expand the "information superhighway" metaphor. This will give you an opportunity to talk about new roads, foreign destinations, breaking old speed limits, traveling in comfort and style.

USA Today carried a recent article about libraries in the electronic age which cater to a huge variety of patron needs beyond books. Samuel F. Morrison, Broward County

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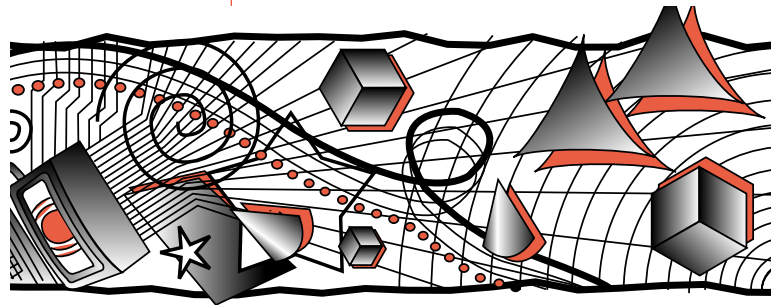
Libraries' director, said, "Our attitude is: who is here and what do they need." That could be any library's motto. Take it and put it in a banner on your media, and point out that it came from **USA Today**, not a library publication. Then repeat that theme on bookmarks, memos, stickers from the library. Ask your clients, "have we met your needs?" It's a great chance to ask for some informal feedback about your library services and to tell your customers that you're not just there for a limited range of subjects, but to serve all information needs.

In the same article, ALA past president Mary Sommerville reports that library use "is way, way up. We still have more [US] outlets than McDonald's. We are the people's university. These are two great advertising headlines. Tie them in with those tired old McDonald's slogans and give them a library twist: "so many thousands served;" "you deserve a break" from endless internet searching; fast, consistent, reliable service available; "don't reinvent the wheelburger" because the library has all the right ingredients for your information cravings. You can scatter your newsletter and web site with all kinds of food images (just don't use any trademarked McDonald's pictures), talk about your secret recipes for information products and even promote your abstracting services as "low fat". This is a great chance to have some fun with a promotion theme, and if your promotion efforts have been serious and fact-filled, the new image could be a breath of fresh air. And if you can come up with a good library version of "two all beef burgers, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun" we'll be happy to print it in an upcoming **Marketing Treasures** and maybe even award you with a (virtual) trip to Netsylvania.

In another article in **Forbes ASAP** we pick up a mixed message from Virginia Postrel: "The Infobahn is so complex, fast and dynamic that ordinary mortals need guides, gatekeepers and hired guns to go out and find the information." She goes on to talk about a need for "editors, critics, synthesizers, scholarly referees, even travel or real estate agents," but never mentions librarians. What to do about that omission? Whenever you see something about the impenetrable complexity of the information superhighway, use it as an opportunity to promote yourself and your staff as the expert guides. "We're the AAA of the Information Superhighway system," you can say in your newsletter, then put in a regular short

"A web team should have a librarian on it. We have designers, webmasters and system administrators, but these teams need the skill-set of the librarian."

feature of how you've filled that role: fixing information breakdowns, providing roadmaps to the Internet, warning of road construction (or broken net links), offering alternative services like airline bookings ("fly over the news with our current awareness services"), booking full vacation packages ("count on us to keep you up to date while you're out of the office"), and guiding people to exotic locations (your Internet classes). Highway signs, travel brochures, trivia facts about famous holiday get-away locations, contests to find out who's traveled the farthest this year can all be promotion themes to give your library's PR a new look.

**Why does Web Review Hire Librarians?**

Take a look at **Web Review's** article, "Librarians Get It" <www.webreview.com/97/07/04/imho>, in which Dale Dougherty, publisher of **Web Review** explains that librarians "understand how to function in this rich information environment of the Web and they bring a series of extremely useful skills to help organize information in the service of others." Dougherty is a real cheerleader for bringing librarians on-board to help manage the information explosion on the Internet. He provides some great reasons which bolster your role in working at the center of the organization's electronic communications and information systems. "My sense is that companies are more inclined to throw money at technology solutions for managing information rather than making an investment in training employees to be productive in this new environment." Sound familiar? How many organizations are pouring resources into poorly designed web sites and disorganized intranets when your skills at classifying, indexing, abstracting and packaging information are sitting on the sidelines. If this sounds like a problem your organization is having, you can be the solution. Dougherty insists, "A web team should have a librarian on it. We have designers, webmasters and system administrators, but these teams need

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the skill-set of the librarian." Take this article to your managers and see if you can leverage yourself into a position on the intranet team. You know you belong there—let the publisher of an electronic journal on web design back up your arguments.

Dougherty doesn't just talk about using librarians, he actively hires them for his journal because he's a believer in the value of our skills in the new electronic information environment: "If your company is looking for someone to help it understand how to take advantage of the Internet, hire a librarian." That's a good line to use on your next resume, as well as in the company newsletter. Dougherty's journal has a column on web architecture; in a recent issue <www.webreview.com/96/95/10/webarch>, the column was titled, "The Revenge of the Librarians," and columnist Peter Morville gleefully confessed, "I am a librarian." His opinion of our contribution is "librarians are destined for greatness on the Internet... The greatness of which I'm speaking relates to the development of tools for finding information on the Internet." Morville's idea of greatness sounds like our new job description. Post a quiz on your web site in the form of a multiple choice question about the librarian's job and list all of the technical information management skills you bring to your position. The librarian does "all of the above." Pair thumbnail sketches of great librarians of history with a vision of a great librarian of the future and feature those librarian superheroes in your newsletter.

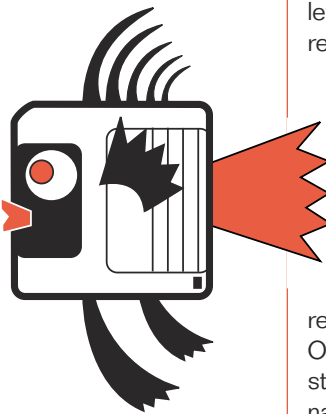
Bill Gates Believes. Does Your Management?

All these are good resources for marketing your library, but Bill Gates has the credibility that only incredible success and unimaginable wealth confer. If there's one comment in the entire Bill Gates speech that you should cut out and rush to your managers it's "In the case of Microsoft, moving at high speed and knowing what's going on in our business and knowing what's going on with our customers is absolutely critical. We've given our library the resources to serve this world."

Is information critical to your organization? Of course it is. One key to Microsoft's success is its commitment to its library. If that's good enough for Bill Gates, it should be something your organization is striving to emulate. Get the word out about the most high-profile fan

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"librarians are destined for greatness on the Internet..."

**Worth Its Weight in Gold**

Editor's Note: Marketing Treasures originally came with sheets of library clip art and this column provided ideas on how to use the graphics. The clip art images from Marketing Treasures are now available from www.LibraryClipArt.com.

This issue of **Marketing Treasures** includes your new clip art sheet. The sheet presents original artwork in camera-ready form. These images are also available as EPS graphic files on 3.5" PC and Macintosh computer disks.

Cool Drink. A refreshing glass of information - Nothing beats the heat like a nice cool drink. Ours includes vital information, as well. Refresh your publications with this cool graphic.

Sunglasses/CDs. We used to see the world through rose-colored glasses. Now, we see it through information sources. What a change in point of view! If you want to remind your customers about how you see things, put our sunglasses on a memo or bookmark.

CD surfer. Here's a web surfer, up and riding the torrents of information with energy, skill, and brio. Let your customers know that's the way you operate. This image might go well on a card to customers you haven't heard from lately. Remind them that you're not only capable, but courageous.

Cyberspace Banner. Our banner suggests the mysterious, multidimensional world of cyberspace. If you want to represent new online resources, here's the tool. Use it in your newsletter, or around the edges of a memo.

Picnic basket. Put all your tools in our basket and let your customers know about all the newest resources.

Sealife. We have an ocean full of great catches for your newsletters. Our Disk fish and CD whale can highlight new resources, grace your nametags, or swim along walls, guiding customers towards the library. Do you expect the impossible from your computer? Maybe a little octopus humor is what your clients need to remind them of your myriad abilities and resources. Our starfish tells your customers about your stellar staff and astronomical information reach. Use it on nametags decoration or to call attention to special information you've included as a call-out in your newsletter. Feeling crabby? Read a book. It's the electronic age, but people still need their books, especially during the summer months. This graphic could spark up your list of recommended summer reading, or highlight a newsletter announcement of new books in your library. ■

Sparkling Reviews

Customer Service Excellence: A Concise Guide for Librarians. Darlene E. Weingand. American Library Association. 1997. ISBN 0-8389-06889-3. \$27 (ALA members, \$24.30)

Are you a librarian who has yet to be exposed to the principles of “total quality management”? Then Darlene Weingand’s division of library “customers” into external users, nonusers, vendors, etc. and internal administration, employees, policymakers, etc. may be enough to force you to rethink your understanding of whom your library serves. Indeed, her guide may shake many entrenched beliefs, not only about customer identity but about what constitutes “service.”

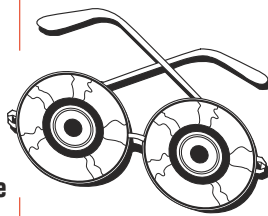
Weingand’s 136-page book is divided into eight chapters, each of which includes a section on marketing, a “scenario” that highlights the chapter topic; a case study that presents a possible librarian/patron interaction, and chapter endnotes. The book also includes an extensive bibliography, an index, and a table of contents that lists chapter subsections, figures, “scenarios,” and case studies separately.

Although much in **Customer Service Excellence** appears geared primarily to public librarians, there is much that will be useful to those in academic and special libraries, too. Of particular interest to all are the case studies, which would be splendid jumping-off points for productive staff dialogues on such almost-universal topics as coping with an angry patron and handling the “challenge of diversity.” I plan on using one of Weingand’s case studies to spark discussion at my next staff meeting.

Also noteworthy is chapter 6, **Communication: The Language of Customer Service**. Weingand gives a list of troublesome librarian/patron situations and, for each, lists the patron’s implied criticism, his or her primary feeling, a typical staff response, and a suggested active listening response. She also lists 10 “magic” phrases for improving communication. All in all, a great book for your library!

Anne L. Morris received her M.L.S from the University of Rhode Island. Currently, she is the director of the Coplay, Pa., public library as well as a free-lance writer/editor/researcher/factchecker. ■

“Different shapes can perk up your communications.”



Treasure Tips

Die Cuts Add a Twist

Sometimes rectangular or square just seems dull. Color, fonts and clip art can only do so much. Different shapes can spark up your communications. Printers know how to do that with “die cuts”, an expensive custom process. You can produce a similar effect using an inexpensive alternative.

If you’re desktop publishing a limited number of brochures, invitations or other communications, use your office paper cutter to create eye-catching effects. For example, an 8 1/2 by 14, four-fold brochure can become much more exciting if you slice a diagonal piece off the top like this:

- An accordion fold will give you a zig-zag pattern at the top. If you use paper printed with different colors on each side, the zig-zag has even more contrast.

- You can “make a point” by cutting two corners off the front panel of a brochure and setting up your message to jump into view when the point is opened out.

- For a stark, modern effect, cut the front panel of your brochure for a triangular opening and outline the cut edge with a broad line. Paired with a bold sans serif font, you’ve got an assertive, no-nonsense format for a serious marketing message.

Fancier cuts can be expensive if they’re die-cut, but the smart folks at PaperDirect have thought of that and offer shaped scissors which will give you a custom border along one side of a folded communication. Zig-zags, scallops, and more are possible. Call 1-800-A-PAPERS for the catalog.

Don’t limit your cuts to brochures, either. An asymmetrical poster or angle-cut note card will capture attention faster than the standard shapes.

Need a brochure holder for your bulletin board? Print your logo on an 11 x 17 sheet color-coordinated with your Cut a diagonal slice off an 11 x 17 sheet, fold it in half and glue the bottom and side together. Presto—a nice-looking holder you can mount on a board and fill with folders spread out in a fan. ■

Leveraging... *continued from page 5*

librarians have. Every CEO would like to be as successful as Gates.

Archimedes proclaimed, "Give me a lever long enough, and I shall move the world." In Bill Gates' speech you have the lever to move your organization into the 21st century of knowledge management—with your library providing the power. ■

Note: The printed transcript of Bill Gate's talk is available on the Special Libraries Association web site < www.sla.org >

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Stamps.....	1	2
Trade show display themes.....	4	3
Tradeshaw snacks.....	4	3
Trade show primer.....	5	2
Trade show booths	1	8
Walnuts	5	2
Web site design	5	7
.....	1	8

Recommended Reading/Viewing**101 Ways to Captivate a Business**

Audience	2	6
C&RL News	4	2
Customer Service Excellence	6	6
The Economics of Information: A Guide to Economic and Cost-Benefit Analysis for Information Professionals	4	6
How to Get the Most out of Trade Shows	1	8
Information Outlook	4	2
Innovate or Evaporate: Test & Improve your Organization's IQ	1	8
Leading Change	5	8
PC World	2	5
Sales and Marketing Management	2	2
Strategic Management for Public Libraries	3	8
Web Review	6	4

