



Library Performance and Service Competition: Developing Strategic Responses (Chandos Information Professional Series)

Larry Nash White

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A practice-driven and proven resource for library administrators of all types of libraries. The work describes how the library can identify the service environment factors impacting customers; strategic needs; identify library competitors; strategic abilities and service environment impacts; and use the combined results to develop proactive competitive responses that drive the service environment instead of reacting to the service environment. These strategic competitive responses would allow the library to increase the value of its service impact and effectiveness while increasing customer appreciation and the libraries advantage in the competitive service environment.

- Written by a highly knowledgeable practitioner from the library field
- Experience of the author (library and for-profit management experience) provides a hybrid/blended view of library competition and management responses from both the library and for-profit management worlds
- Written to applicable to all types of libraries

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