

## Chapter 17

# Role of IFLA in Marketing Initiatives in Library and Information Services

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### ABSTRACT

*Traditionally, the thrust of library and information managers was on managing in-house technical operations of the libraries without taking much consideration of the outside world. However, during the last two-three decades there have been many changes in library's overall external environment that have affected the internal environment and management of libraries and their services to a great extent. Earlier, more emphasis was on developing the libraries for the future rather than meeting the present information needs of users, but now users are more demanding; they have higher expectations from libraries, and they compare value/benefits received every time in comparison to efforts they have put into getting the desired information/information service(s)/product(s). As such, the interest of information professionals in marketing library services has been rising. Marketing can simply be defined as an approach that integrates external environment and internal environment in understanding and satisfying customer needs. In service organizations, management and marketing integrates and good service are not different from good marketing efforts. In other words, in-service set up marketing is the state of mind and management is a way forward to actions. The creation of Section on Management and Marketing in IFLA at the international level signifies such importance and integration of management and marketing in recent times. Rejean Savard (2006) describes the history of the Section and reviews its activities in the initial years. The chapter emphasizes recent activities and contributions of the IFLA Section on Management and Marketing Section in encouraging good marketing efforts in libraries the world over.*

### KEY INTERNATIONAL INITIATIVES

The interest in marketing has tremendously increased over a few decades in libraries like other service sectors, education, health, transportation,

insurance, banking, etc. Throughout the world, there has been considerable increasing interest in marketing of library and information services. Some noteworthy factors include:

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1. Increasing attention of information professionals by way of participation, sharing of experiences and networking through activities and programmes of the IFLA Management and Marketing Section and other international and national professional associations and organizations, like, SLA, ASLIB, ALA, CILIP, CLA, ALIA, ILA, etc.
2. Inclusion of Marketing of information and library services in the syllabi of universities of across countries. Though there is no consensus regarding the topics/module/unit covered in the syllabi, but there is a growing interest in the marketing area and continuously getting larger space in the syllabi of library school all over the world.
3. Continuing of the magazine devoted to this area, namely, "Marketing Library Services" (a quarterly of InfoToday.com). Besides, many of the Library and Information Science journals brought out special issues on marketing library and information services. Gupta and Jain (2009) counts such journals include: Catholic Library World, Library Journal, Illinois Libraries, Journal of Library Administration, ASLIB Information, Library Trend, Computers in Libraries, Kirjastolehti, NLA Quarterly, Information Outlook, PNLA Quarterly, SCONUL Focus, DESIDOC Bulletin of Information Technology, Acquisition Librarians, Information and Library Manager, College and Undergraduate Libraries, EBIB Bulletin, Mississippi Libraries, Colorado Libraries, etc.,
4. Recognizing the best practices in marketing of library and information services through IFLA International Marketing award and other awards. Gupta, Koontz and McAdams (2010) analyze growth and geographical distribution of the award applications which have come from 55 countries in last 10 years.
5. Bringing international developments on marketing library services in the form of publications by ASLIB by Cronin (1981, 1992). An IFLA study by Gupta et.al. (2006) observe that marketing library services has now been recognized as an essential agenda in all kind libraries of world over and the volume include 40 contributions of 47 countries from 20 countries.
6. Publishing bibliographical studies/bibliographies on marketing library services, a paper by Gupta (2008) identifies and analyses 39 bibliographies sources covered in four categories, namely selective, annotated, webliographies and bibliographical reviews.
7. Putting efforts to help library professionals by developing online resources. Kaushik (2011) in his study covers analyses such resources on marketing library services, include: Websites, Journal articles, Newsletters, Bibliographies, Conference papers, Book reviews, Blogs, Modules/Tutorials/Trainings, E-books, Poster, Toolkit, Wikipedia, e-book, etc.

## **IFLA: AN INTERNATIONAL VOICE**

The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession.

Founded in Edinburgh, Scotland, in 1927 at an international conference now has more than 1600 Members in approximately 150 countries around the world. IFLA is an independent, international, non-governmental, not-for-profit organization. Its aims are to (IFLA, 2013):

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