

The *Guidelines* do not, however, resolve other important issues. Surprisingly they say nothing about measures of library effectiveness and productivity and little about nonprint material and interlibrary cooperation.

Thus, even though they have taken "Standards for College Libraries" a step further in some respects, the *Guidelines* leave gaps that future sets of standards must address.—*Jasper G. Chad, Wichita State University, Kansas.*

The Marketing of Library and Information Service. Ed. by Blaise Cronin. London: Aslib, 1982, 359p. ISBN 0-85142-153-9.

Marketing library and information services seems to be on everyone's current agenda. "Techniques for . . ." appear on the Library and Information Science Research Agenda for the 1980s developed by Cuadra Associates for the Department of Education Office of Libraries and Learning Technologies. Special Libraries Association's "Highest Priority Issues" list refers to the need for developing strong public relations programs, and every recession-conscious public, special, and academic librarian has begun ruminating about, if not embracing wholeheartedly, the marketing concept.

Whether you agree with John Berry that "a library is a necessary public service" and shouldn't have to be "sold" like toothpaste, or with Fred Glazer that "pap" (persuasion, agitation, participation) is called for more than "quiet dignity," this volume of reprints brings it all together and lets you decide for yourself what marketing is, or can be, and how important it is to the future of libraries.

Blaise Cronin has selected, organized, and intelligently introduced many of the important articles on the subject. He begins with Theodore Levitt's classic 1960 article from the *Harvard Business Review*, which introduced the oft-paraphrased anecdotes detailing the demise of the railroads and the buggy whip industries owing to a lack of the understanding that industry is involved in "customer-satisfying" not "goods producing" processes. Definitions of the library user, nonuser, and information consumer, the variety of library products, marketing

tools, and techniques, the measures of effectiveness, target groups, and community analyses are recurrent topics for discussion in this collection.

In this fourth volume of the Aslib Reader series, the editor has limited selection to articles pertaining to the marketing of library services (as distinct from the marketing of scientific and technical information). Each essay approaches the subject differently and thus justifies its inclusion. There's general theory here as well as discussions of applied marketing principles and practices, and results of research on marketing methodology. The book's only drawback is the reduced print of many of the articles reproduced from larger-format journals.

Although published by Aslib, the majority of articles are by Americans—Robert Wedgeworth, Fay Blake and Edith Perlmutter, Shirley Echelman, Douglas Ferguson, Martha Boaz—these people will be instrumental in whether there is a future market for libraries and will play a major role in how library service is marketed.

Whether your interest is in "selling" the necessity for support of the public library as a free institution to the taxpayer, or you want to focus on the needs of your academic patrons for a computer searching service or review various pricing techniques for commercial information services, this book is highly recommended as a useful and important source. The reviewer believes with the authors that the survival of library services is a real concern, and, as Levitt points out, survival of any service organization always entails market response and change. Knowing your user, knowing your product potential, and knowing how to communicate and what to change are the basic tenets of successful marketing—and survival.—*Shelley Phipps, University of Arizona, Tucson.*

Marketing the Library. Ed. by Philip M. Judd. Newcastle upon Tyne, England: Association of Assistant Librarians, 1981. 124p. \$11 paper.

This slim, edited transcription of a "weekend school" leaves much to be desired, even though there are some highly