Education and research for marketing and quality management in libraries/La formation et la recherche sur le marketing et la gestion de la qualite en bibliotheque: Satellite meeting/ Colloque Satellite, Quebec, August 14-16 Auot

Recognising that marketing and quality management are crucial for good management and the development of libraries and other information services, and believing that the subjects tend to be neglected in schools of library and information science, the Management and Marketing Section and Education and Training Section of the International Federation of Library Associations and Institutions combined to organise a scientific colloquium on the subjects with the collaboration of a number of other organisations. This volume contains the 24 papers presented at the colloquium, which was attended by more than 100 researchers, educators and practitioners from more than 25 countries.

The papers are presented in nine sections: introduction papers; the teaching of marketing in schools of library and information science; research and evaluation in marketing and quality management; education for marketing and quality management in LIS; marketing and quality management: applications, case studies and research; marketing and new approaches (marketing and management of electronic journals in academic libraries and publication of *Week of Quebec's Public Libraries*); relationships between marketing and quality management; barriers to marketing in LIS; and modelisation and theory in marketing. Of the contributions, 16 are in English and eight are in French. A total of 22 of the contributions include an abstract in the other language but two do not. The book concludes with two reflections on the colloquium in French and one in English

The link between marketing and quality management is brought out very clearly in the paper by Dinesh K. Gupta and Ashok Jambhekar. Quality is customer-defined and customer-focused and developments in the field of quality management and service marketing have led to the original four Ps of marketing (product, price, place, promotion) being challenged by three more Ps (people, process, physical evidence). Quality must become the integrator of customer-oriented processes in marketing-oriented libraries. Gupta and Jambhekar point out that the customer is everyone's responsibility, and perhaps some libraries need to take this to heart. Possible neglect of the customer is hinted at by Darlene Weingand, who refers to the emerging paradigm of the library as an organisation that focuses on customer needs and convenience. Darlene Weingand also states that the library must become an active, proactive organisation. Surely customer-oriented libraries should already have recognised this fact and put it into practice.

I was surprised to learn from France Bouthillier's paper that fewer than half of LIS schools in the USA were offering courses in marketing and only 18 per cent were offering courses in quality management, thus suggesting that the organisers of the colloquium were correct in their assumption that marketing and quality management are ignored by LIS schools. The fact that only seven of the 17 UK LIS schools responded to Sheila Webber's survey of the teaching of marketing and quality management in LIS schools in the UK also suggests lack of attention to the subjects.

Sheila Webber refers to two LIS associations in the UK. The merger of the Library Association and the Institute of Information Scientists had not taken place when she gave her paper but it was imminent and there is now, of course, one association – the Chartered Institute of Library and Information Professionals.

Linda Ashcroft has carried out a fair amount of research into electronic journal publication. Her suggestion that there should be further collaboration between libraries and suppliers is a good one and this theme of co-operation could perhaps have been developed in other papers.

This is a very useful collection and the book could be a good reference work for

practitioners, educators and students – could be if only the publishers had thought of providing an index. Why do they have such little confidence in the value of the book they have produced?

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Libraries in the United Kingdom and the Republic of Ireland 2002

Compiled by Lin Franklin and June York
Library Association Publishing
London
2001
455 pp.
28th ed.
1856044009
£37.50
Keywords Libraries, United Kingdom, Ireland

This annually updated publication has been providing information about Libraries in the UK and the Republic of Ireland for over 40 years.

The directory now contains nearly 3,000 entries. Each entry comprises of contact names, addresses, telephone numbers, fax numbers, e-mail addresses and URLs were applicable.

The directory is divided into four categories; Public Library Authorities, Academic Libraries, Selected Government, National and Special Libraries, along with Schools and departments of information and library studies.

The Public Library Authorities category comprises of public libraries within the UK, the Channel Islands, the Isle of Man and the Republic of Ireland. Entries are arranged under home countries. Each entry provides headquarters/central library details, together with major branch, area and/or regional libraries within that particular authority. Children's, Youth and Schools Library Services are also included within this section. The directory does not provide a complete listing of every individual library nor does it profess to do so.

The Academic Libraries category lists all universities, institutions of higher education, university-equivalent colleges

and other degree-awarding institutions throughout the UK and the Republic of Ireland, together with major department and site/campus libraries. All entries within this category are arranged under the institutions' name.

The Selected Government, National and Special Libraries category includes details of libraries if they are one of the main libraries or organizations in their subject field. For example, the Institute of Petroleum is included for petroleum. Contact details for main government departmental libraries are also listed here.

The Schools and Departments of Information and Library Studies category provides a complete listing of all academic institutions offering courses in information and library studies. Full contact details are also included.

In addition to the above, this publication also features a new section entitled; Key Library Agencies and other Relevant Organizations. Contact details for each individual agency/organization, together with a short description of its function within the library profession are supplied.

The amount of coverage provided within this directory is excellent. The information supplied is based on feedback from a questionnaire, distributed to each individual entry contained within the former directory. Questionnaires are also dispatched to other libraries and organizations that have previously been suggested for inclusion. It is worth noting that the entries are only as accurate as the information received.

The directory is well designed, constructed and presented. The name and subject indexes enable quick and easy access to information. The Regions of England feature, indicating which public library authorities fall in their areas, is also a useful tool.

This directory is undoubtedly an invaluable reference source for any library or information professional. This informative publication would also be of interest to those wishing to embark on a library-related career or to companies/organizations wishing to sell library/information-related merchandise, products and services.

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