

NOVEDADES BIBLIOGRÁFICAS / NEW BOOKS

**Promocao:
o marketing visível da informacao.**

Brasilia : Brasilia Jurídica, 2001. 168 p.
AMARAL, Sueli Angelica do.



La autora presenta el contenido de este libro dividido en dos partes. En una primera aborda la conceptualización de las técnicas de mercadeo, profundamente tratados por los especialistas del tema, desde la década de los 70 (a quienes constantemente cita) y que son comúnmente empleadas en las organizaciones comerciales o como la autora del texto las denomina, entidades con ánimo de lucro.

Presenta las actividades, los instrumentos, las técnicas, herramientas o mecanismos, así como la administración de la promoción como elementos que no van desligados de las acciones de la comunicación y que necesariamente deben concebirse dentro del mismo proceso de planeación.

Cada una de estas actividades tales como las relaciones públicas, la propaganda, la publicidad; los instrumentos o medios empleados como los cupones, las listas telefónicas, la radio y televisión y las técnicas como el contacto personal, el telemercadeo, los concursos, la acción puerta a puerta son abordados independientemente, pretendiendo aclarar al lector las diferencias que existen entre cada uno de esos mecanismos y conceptos, que frecuentemente son confundidos.

En la segunda parte la autora transfiere estas técnicas de mercadeo a las diferentes unidades de información destacando las actividades promocionales como las más visibles o efectivas y sugiere algunas estrategias y tácticas que, a partir de experiencias reales, han reportado beneficios evidenciables y señalan las ventajas y desventajas que representa el uso de instrumentos promocionales, el papel del gerente de las unidades de información en las actividades de promoción, para concluir con una importante reflexión sobre la necesidad de que los profesionales de la información, afronten el mercadeo de la información como un nuevo desafío profesional.

De esta última parte podemos resaltar la claridad y utilidad con que se presentan los temas sobre las ventajas y desventajas del uso de los instrumentos promocionales y el papel del gerente de las unidades de información en la promoción, ambos presentados mediante cuadros explicativos concretos y prácticos, que permiten al profesional de la información ampliar sus horizontes en cuanto a la dinámica promocional que puede implementar en sus propias unidades, apartándolo de los aletargados y limitados instrumentos que hasta el presente ha venido usando.

María Teresa Arbeláez G.

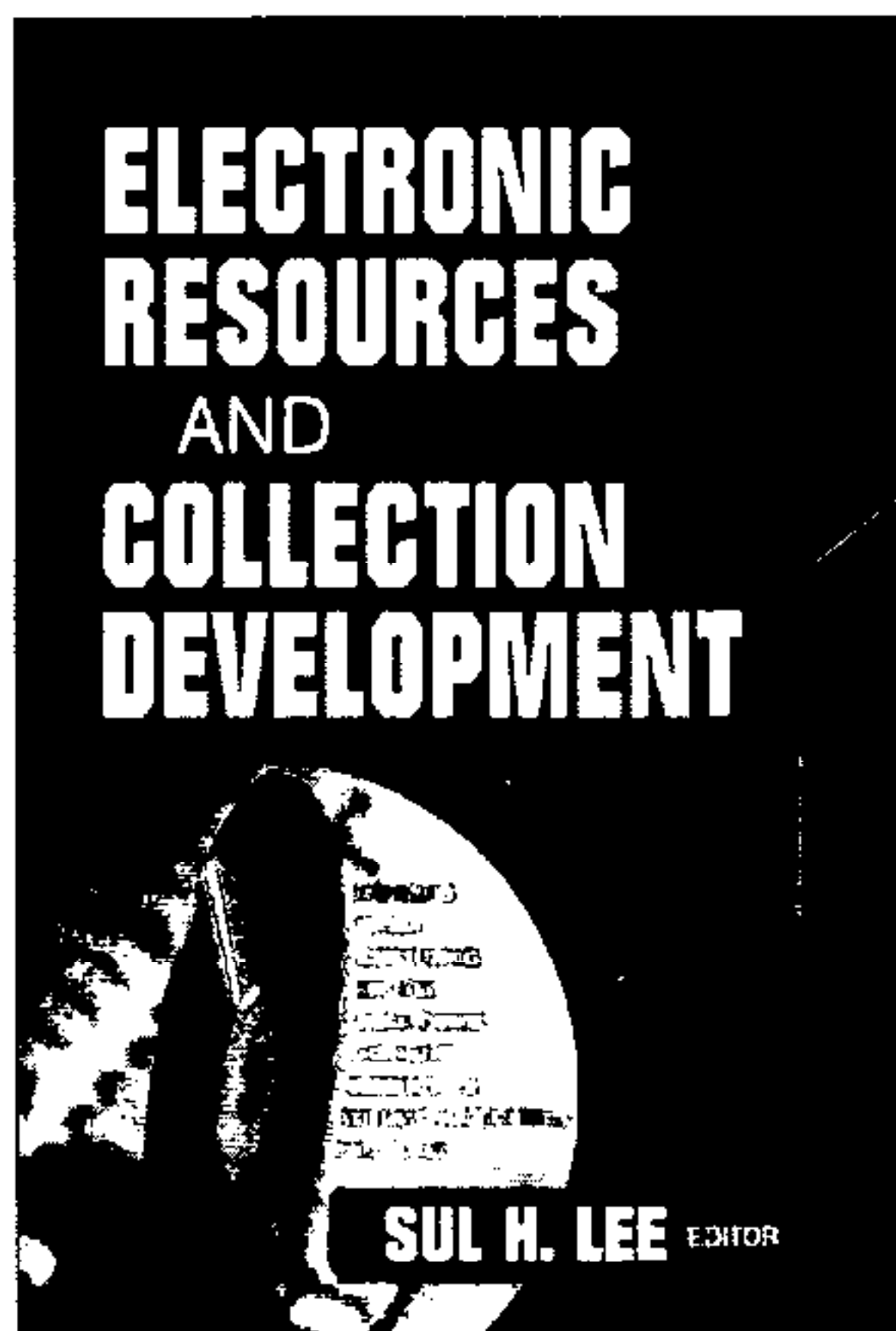
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**Electronic Resources and
Collection Development**

Sul H. Lee, PhD
Dean, University Libraries,
University of Oklahoma, Norman



Examine the effects electronic resources have on your library!

Electronic Resources and Collection Development examines how the transition to electronic resources in academic libraries has impacted traditional collection development policies and practices. Nine acclaimed librarians present their perspectives on the growing trend toward digital materials acquisition that is tipping the scales in favor of "access" in the "ownership vs. access" debate.

This book provides insights on the use of electronic resources in major research libraries from data collected by JSTOR, a leading provider of digital resources to academic libraries.

A rich and diverse collection of theory, opinion, and observation, **Electronic Resources and Collection Development** offers a unique understanding of how libraries are meeting the challenge of reshaping their collection development programs with electronic resources—a process that is rapidly gaining momentum. Contributors are divided in their opinions on whether a balance is still possible between print materials and electronic resources in academic libraries.

Among the topics they discuss:

- the growing demand for e-books
- the increase in the use of distance education
- digitalizing special collections
- building localized collections
- use patterns of electronic journals
- and much more!

Electronic Resources and Collection Development is an essential book for library deans, directors, and collection development librarians as they assess the levels of change in their libraries. For a complete list of contents, visit our Web site at www.HaworthPress.com.

(A monograph published simultaneously as the *Journal of Library Administration*, Vol.36, No. 3)

Complete Contents for **Electronic Resources and Collection Development**

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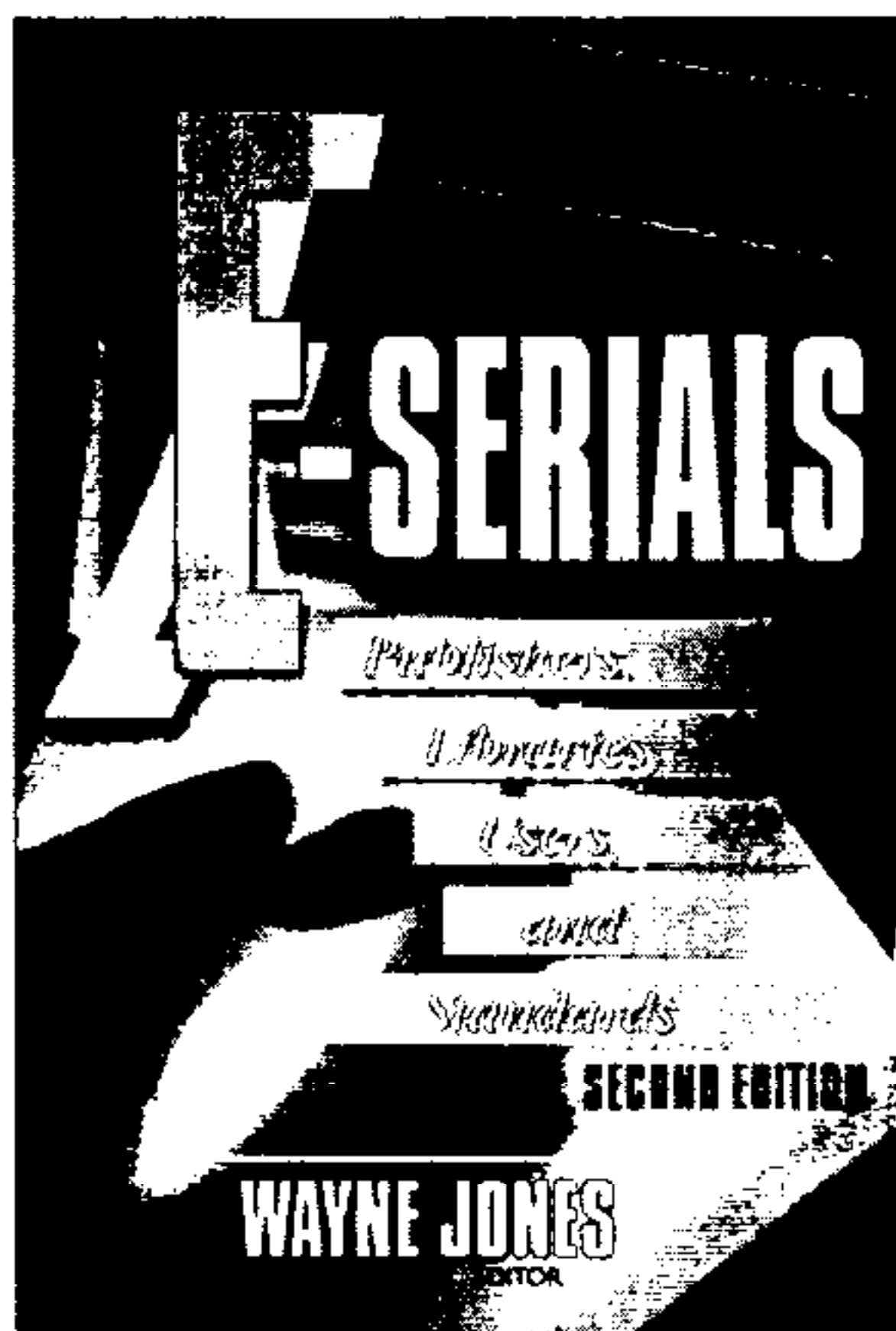
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E-Serials

**Publishers, Libraries, Users,
and Standards, Second Edition**

Wayne Jones, BA, MA, MLS



Description:

This new edition of the seminal 1998 volume gives you a comprehensive overview of the world of e-serials in one compact volume! With new contributions and updated chapters from authorities in their respective fields, this book covers publishing, pricing, copyright, acquisitions and collection development, cataloging and metadata, preservation and archiving, projects and innovations, indexing, uniform resource identifiers, and citation.

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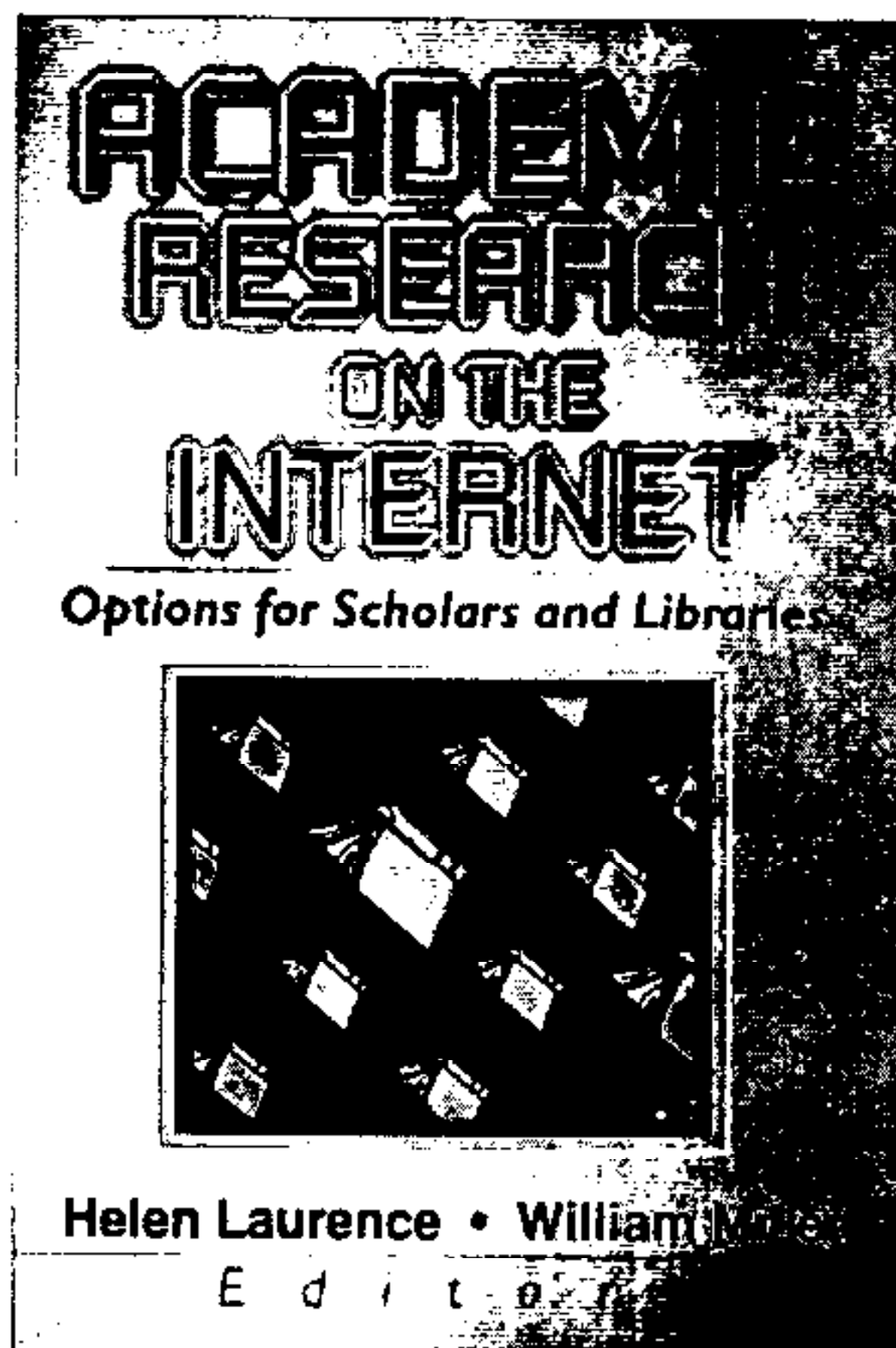
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Academic Research on the Internet

Options for Scholars & Libraries

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