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Personalising Library Services in Higher Education

The Boutique Approach

Edited by **Andy Priestner** and **Elizabeth Tilley**,
both at the University of Cambridge, UK

In an economic climate where cuts are becoming the norm, a boutique library service may seem a contradiction. In some academic libraries the trend is still towards centralisation programmes or offering generic services. However, the student as the customer now has an even greater vested interest in the learning process as their financial commitment increases and they are demanding better services. Personalised library services are tailored with a specific clientele in mind and will provide the enhanced service demanded by today's students. These services need not cost more money; but they do require inventive and customer-facing staff. They celebrate and promote collaborative ventures along with excellent communication and marketing. This book unpacks the boutique model and is full of practical advice, supported by a unique set of case studies reflecting international practice including Australian, American, Russian and UK library services.

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August 2012 c.224 pages Hardback 978-1-4094-3180-0 c.£50.00

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