

BOOK REVIEW

MARKETING IN LIBRARIES AND INFORMATION CENTRES BY S. SEETHARAMA

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Publisher: Ess Ess Publications

Place of Publication: New Delhi

Year of Publication: 2015

ISBN: 978-81-7000-750-0

Price- 550

This book, from the very outset, addresses the vital significance of marketing information in true sense and spirit. The book is divided into eight chapters covering different aspects of marketing. The opening chapter provides the readers some general ideas about information transfer and dissemination and use of types of information as per the behavior of the information corresponding to the exact needs of the users' community.

While discussing marketing of information sources, the author provides vivid account of elements involved in marketing, objectives behind the idea of marketing, product and market strategies, pricing strategies, promotion strategies and some other issues in Chapter *two*. Chapter *three* deals with market research and market segmentation, stages in marketing research, types of marketing research, concept and characteristics of segmentation, methods of

segmentation, and different strategies followed for effective market segmentation.

Chapter *four* of the book elaborates the concept of marketing mix in a very precise and clear manner, while Chapter *five* deals with communication mix. The author in this chapter discusses the three cardinal elements of communication viz. a sender, a message and a receiver. The author also highlights the public relations, advertising, and promotion.

Chapter *six* deals with marketing in digital environment, market segmentation in the digital age, digital marketing mix in the context of e-product, e-place, e-promotion, e-public relations, and e-price whereas, Chapter *seven* deals with costing and pricing information, classification of cost, job costing and similar such issues and Chapter *eight* elaborates the ideas of resource generation in libraries and information centres followed by epilogue. The book is appended with guidelines, model questions, glossary and keywords.

On the whole the book is a precise tool kit for marketing of libraries and information systems and services to the modern age readers. Hopefully, the book will cater to the academic needs of students and teachers of LIS.

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