

## Creating the customer-driven library: building on the bookstore model

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20436050&lokasi=lokal>

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### Abstrak

How can libraries make a difference in their communities when customers choose to hang out in the spacious, well-stocked new bookstore instead? With the goal of helping libraries market their services using low-cost or no-cost techniques, Woodward shares practical lessons for any library's revitalization inspired by the success of mega bookstores.