Digital versus non-digital reference - ask a librarian online and offline

Haworth Information Press - Jessamyn West (librarian)



Description: -

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Reference services (Libraries) -- Information technology.

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The purpose of this manual is to provide libraries with practical tools and methods for evaluation, recommendations for implementation, and examples of ways that libraries have improved services through analysis of these and similar instruments. Exploration of administrative issues through the lens of the Kano Model and discussion of balancing customer service with the limited resources available to academic libraries introducing a new service. Reference librarians, administrators, and information professionals will find these innovative ideas and practical experiences from the cutting-edge of virtual reference invaluable.

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