



Repositioning Reference: New Methods and New Services for a New Age

Laura Saunders, Lillian Rozaklis, Eileen G. Abels

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To compete today, librarians need to not only provide old services in new ways but also to provide new services. *Repositioning Reference: New Methods and New Services for a New Age* re-imagines reference services in libraries and information organizations and the role of reference librarians, taking into account rapid developments in technology and information-specific services in non-library sectors. It traces the history of technology adoption for reference services, describes competitive pressures facing reference services, identifies untapped opportunities for reference services and librarians, details innovative and creative solutions for energizing the profession and engaging library user communities, and prescribes means to evaluating technologies for reference services.

This book:

- Includes current and unique examples of innovative reference services to serve as inspiration and launching points for readers.
- Offers contemporary management theory and practice from outside of the field of LIS to offer readers a guide for initiating, leading, and managing change in their organizations.
- Outlines the processes of environmental scanning and SWOT analysis, which are important practices for keeping abreast of changes in the field and positioning an organization to make the most of their opportunities and to minimize threats.

Repositioning Reference may be used as a textbook by LIS educators whose courses and learning experiences prepare aspiring librarians to lead the reference revolution and by practicing librarians in diverse settings who want to be change agents.

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