

AMERICAN LIBRARY MARKETING AND ITS PROBLEMS IN IMPLEMENTATION

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Abstract

Marketing is a process of exchange of mutual benefits between producer and consumer. For those who want to solve administrative problems — securing adequate funding, attracting community usage, developing a proactive image-marketing is a topic of growing interest and awareness in American library world today. However, this does not mean that marketing is universally accepted as an appropriate model in conducting library business. Due to the misunderstanding and the unpredictable results, American library faces some problems when the library marketing is in implementation.