

Point-Of-Purchase Displays Augment Library Promotion

You see them everywhere – standing in line at the grocery store they catch your eye at the check-out counter, you casually scan them at the convenience store, you study them at the bankteller window, and they remind you of the current bargain at the local department store. Point-of-purchase (P-O-P) displays are common elements of major promotion programs, yet this promotion technique is one that most libraries have not taken advantage of.

P-O-P displays usually consist of advertising messages placed in a strategic location, near or at the point where customers makes their purchase. P-O-P displays can be a low-cost extension of an advertising campaign or the focus of a promotion program, depending on the target market and the product or service being advertised.

The displays utilize all the elements of a good advertising piece – presenting information in a persuasive writing style, relying on eye-catching graphics and smart headlines to draw attention. Sometimes displays are augmented with brochures available for the taking, free samples, or a pad of tear-off coupons for follow-up action. Displays can be designed to sit on the counter or on the floor, like the book displays in bookstores. Regardless of their format and presentation, P-O-P displays help a promotion campaign at a critical time during a sale by taking advantage of and encouraging an impulse purchase or by making the suggestion for a purchase some time in the future.

With this basic understanding of P-O-P displays in mind, take a look around your library now. Where are your brochures? Your fact sheets? Are they lying flat on a counter next to the list of online databases that you access? Or maybe they are sitting in a nice acrylic stand – on a table or behind the counter, out of the way. As you scrutinize your library with the eyes of a promotion opportunist, note whether you can read the headlines on the fact sheets and brochures five feet away. How old are your printed materials? Do they use any imaginative headlines? What does the bulletin board look like? Do

the reading tables and study carrels carry any promotion messages? (signs begging people not to eat or reshelve the books don't count!) What about the bookshelves? Besides informing people how the Dewey Decimal System works and maybe sporting a graphic poster or two, do your bookshelves play a role in your promotion program – as they do in bookstores or as do the shelves in a grocery store?

While your editor doesn't want to suggest that you clutter your circulation and reference desks with displays, strategically placed P-O-P displays in your library perform two important functions: they can promote your library's services and products, and they offer the potential of extending your library staff.

First, the promotion function. The importance of an attractive, well-executed display in a promotion program is easy to prove. Think about the exhibit halls you meandered through at the last library conference you attended. Besides stopping at those booths on your shopping list, you also lingered in front of booths that displayed something – a headline, a graphic, a promotion give-away, a new product – that captured your attention for 3 seconds – long enough for you to decide if you wanted to learn more, and more often than not, you paused long enough to pickup a brochure for future reference. Unless you recognized the name, you probably passed those exhibits that consisted of only a table with literature lying on it.

Now put yourself in the shoes of your library customers. They come into the library for a specific information service or product – it's on their shopping list. Unless you catch their eye with a display or your library staff is up to snuff on their personal sales skills, those customers are going to walk out the door remembering that the only service you offer is the one on their shopping list. You've missed the opportunity to promote other services and products for the customer's future reference. If you are running a promotion campaign for an information service, you have just missed the opportunity to reinforce the campaign's message by tying the campaign the customer saw in your newsletters with the actual "point-of-purchase" or where to place the order.

Continued on page 3

Pearls of Wisdom

The 1991 John Cotton Dana Public Relations Awards were presented at the American Library Association (ALA) conference in Atlanta. Among the winners was the Animal Welfare Information Center of the National Agricultural Library. Their winning notebook entry, as well as the entries of other winners, can be borrowed from the ALA library. Contact ALA at 800/545-2433 or 312/944-6780.

When you have a question about grammar, spelling, or punctuation, you may want to reach for the handy *1991 Grammar Hotline Directory*, which lists telephone services that provide free answers to short questions about writing. For a free copy, send a self-addressed, stamped, business letter size envelope to Grammar Hotline Directory, Tidewater Community College Writing Center, 1700 College Crescent, Virginia Beach, VA 23456.

Readers who make presentations on a regular basis and who get tired of making arrangements for stand-up easels and notepaper may be interested in a product called "Place-a-note" easel paper. The "paper" is actually a sheet of plastic with magnetic properties built in that allow the sheet to adhere to almost any surface. Because the sheet is plastic, you can use dry-erase markers on it, allowing for repeat usage. Sheets come in pads or as single, 27" x 34" sheets. For more information, contact TechMart Computer Products, Inc., 1424 Odenton Road, Odenton, MD 21113 or call 800/247-3053.

The July 1991 issue (Volume 52, Number 4, pp. 352-357) of *College & Research Libraries* has an interesting article on how the focus group research technique was used to evaluate library services at Purdue University. The article offers a good list of references to focus group research

literature. Single copies of this issue can be purchased for \$8.50 from the Association of College and Research Libraries, American Library Association, 50 E. Huron Street, Chicago, IL 60611.

The American Marketing Association (AMA) has a program called "Worth Repeating" through which you can purchase the transcripts of presentations made at AMA conferences. For instance, if you couldn't make the Customer Satisfaction and Quality Management Conference, you can purchase the transcripts of presentations made at the conference, including "Quality Through Listening to the Customer," "Beyond Customer Satisfaction," or "Customer Relations." Transcripts are \$10 for AMA members (\$15 for nonmembers). For a complete list of over 200 available presentation transcripts, contact AMA, Worth Repeating Series, 250 South Wacker Drive, Chicago, IL 60606.

Earth Care Paper, Inc. has an extensive catalog of recycled paper products including wrapping papers, legal pads, computer paper, and envelopes. For a copy of the catalog contact Earth Care Paper Inc., P.O. Box 7070, Madison, WI 53707 or call 608/277-2900.

Printing short runs (quantities of less than 200) of promotion materials can be expensive. When you step into a printer's shop you should take advantage of "economies of scale" and have the printer run a print job that has enough copies to bring the cost per printed piece within reason. Until recently that meant that if you only needed 100 copies of a three-color flyer, you most likely settled for black and white photocopies. The recent introduction of color photocopiers has changed all that, as the staff of the Information Services Division of the World Bank discovered. One of their staff members drew, with colored crayons and markers, a multi-colored poster that promoted the virtues of their services. The artwork was run through a color photocopier and voila! - low-cost color posters for a promotion program. Depending on the quantity you request and the paper size, color photocopies cost between \$3.00 and \$10.00 per copy. Check it out. Color photocopies may be less expensive than and a reasonable alternative to a small print run.

By the way, another aspect of the World Bank's promotion program that might be of interest was the adaptation of a cartoon from a corporate ad campaign. The cartoon was perfect for adapting to an information services tag line. The company gave permission for the Division to use the ad. The ad cartoon was given color highlights and was reproduced on the color copier as a poster.

Published bimonthly by Chris Olson & Associates, 857 Twin Harbor Drive, Arnold, MD 21012. 301/647-6708, Fax 301/647-0415. Copyright 1991 by Christine A. Olson. All rights reserved. No part of the text of this publication may be reproduced in any form, by microfilm, photocopy, or otherwise, or incorporated into any information retrieval system, without the written permission of the copyright owner. Use and reproduction of Cut & Paste Art is limited to subscribers only. Reproducing any portion of Marketing Treasures Cut & Paste Art for the purposes of resale in clip art services or other publications, without written permission of the publisher, is strictly prohibited.

Annual subscription price (6 issues) \$54.00 U.S., \$59.00 Canada, \$66.00 Overseas. Subscription must be prepaid in U.S. dollars, payable to Chris Olson & Associates.

Back issues and samples are available at \$9.00 for U.S. and Canada. Overseas orders add \$1.50. Cost of sample issues will be applied to first subscription order. Additional binders are available at \$4.50 per binder.

Missing issues must be reported within 3 months of issue date. Missing issues requested after this time will be supplied at the regular back-issue price.

P-O-P Displays continued from page 1

The second important function that a P-O-P display can perform is to act as extension of your staff. How many times does your staff have to recommend that customers consult other reference tools to supplement a basic reference source? Or how many times have you pointed out the catalog volumes of Thomas' Register or explained how the vertical files are created and updated? Your editor is not suggesting that personal service be replaced with sign displays, but if you have experienced a cutback in staff, or if your staff is otherwise stretched thin, information-based P-O-P displays may help by assisting customers with product information.

Here are some ideas on how to use P-O-P displays in any library setting.

1) Displays next to online service computer stations.

Advertise related services such as current-awareness services, document delivery, photocopying, and interlibrary loan. Make it clear that these services complement the online search the customer is about to receive. To get ideas, stop by your local bank and look at the displays customers gaze at as they sign up for bank accounts. Notice the headlines on the displays. You can probably adapt them to your own needs. If all else fails, use the headline: "Ask About . . ."

2) Displays at the circulation and reference counters.

While you don't want to clutter your counters, a single, well-executed P-O-P display is certainly in order. Because these two locations are probably the busiest points-of-purchase in the entire library, you want to project your best image. A display made from a scrap of paper and crayons is not appropriate. And if at all possible, stay away from creating a display with a dot-matrix printer and a sign/banner program. Instead create a master display design using clip-art and press type, or generate a display sign with a word-processing program and a laser printer. You can add color to the sign with markers. If you want to generate multiple color displays, have your sign copied on a color copier (see Pearls of Wisdom). Take advantage of the visibility that the circulation and reference counters offer you. Just as at the grocery store check-out counters, people have the time to scan messages. And like grocery stores, you should change your displays every week, if possible.

3) Displays for the tables and study carrels. If you have planned a promotion campaign with posters and flyers, use the same artwork for a P-O-P display. It is common practice for promotion campaigns to use the same headlines, body copy, and graphics in a variety of promotion materials. This approach not only helps to keep a single

message in front of the customer, but it also keeps down costs. For instance, many of the P-O-P displays you see in department stores are magazine ad reprints.

4) Displays in the "stacks." In your editor's opinion, bookshelves are the most under-utilized promotion space in most libraries. Here is the perfect location for new book announcements, book reviews, interlibrary loan service descriptions, full-text database service notices, circulation system assistance, subject-related journal titles that might be of interest, and instructions on the use of an index, directory, handbook, or loose-leaf service. Even if your library's shelves are stuffed full, you can still have a display affixed to the shelf itself. For ideas, go to the grocery store and notice how attention-getting signs are designed and mounted to the shelves. You'll see that some displays are parallel to the shelves, while others are perpendicular to catch your attention as you walk down the aisle.

To construct a P-O-P display, use foamboard (found at your local business supply store) as the back of the display. Cut the board to the size that you want the final display panel to be. Take a strip of foamboard, make a cut half-way through the foam, bend back the small end, and paste it to the back to make a stand leg.



You can also purchase cardboard stands at your local graphic art supply store and glue them to the foamboard. Using spraymount glue, spray the foamboard and affix your paper sign to the display. Don't forget to use graphics and color on the display to grab attention. If you want to add tear-off coupons, just staple your coupons together onto a stiff piece of paper. Then glue the stiff paper to the display panel. You can also make holders for brochures by working a piece of foamboard into the proper size container and gluing it to the display. If you don't want the brochure holder to be stark white, just cover the foamboard with colored paper by gluing the paper to the foamboard before you assemble the holder. Or you can spray the board with craft paint. (This also works for poster displays used on bulletin boards.)

P-O-P displays can be inexpensive, yet effective elements of your promotion program. If you're not using them already, your editor suggests you give them a try.

Ready For Loan . . . Materials from the Special Libraries Association Swap and Shop

We have compiled a notebook of all the materials that were shown at the Special Libraries Association Swap and Shop in San Antonio. *Marketing Treasures'* readers may borrow the notebook for two weeks. Send your request to the *Marketing Treasures'* office. Requests will be filled on a first-come, first-served basis. You will be billed for first-class postage.

This year's session was organized as a low-cost ticketed event that lasted several hours. This set-up permitted your editor and others to leisurely browse the displays without getting trampled to death. Orchids to this year's volunteer organizers including Kathy Hubbard and Barbara Spiegelman.



SEARCHING FOR ANSWERS?

The library of Eastman Kodak submitted a brochure with this handsome character on the front. The *Marketing Treasures* notebook also contains the library's portfolio brochure.



information
resource
center

The Westinghouse Library has adopted this logo on all of its pieces. The bookmark even has the logo cut out from the paper, forming a memorable silhouette. The notebook includes the other promotion pieces that display this logo.

Other goodies that will be found in this year's swap and shop notebook are a full-color, portfolio size brochure from the Occidental Chemical Corporate Library; a service-oriented brochure from the Aetna Information Centers; a ticket to the Chevron Park Technical Library National Library Week celebration with its coupon for a free cookie; newsletters that act as excellent public relations pieces . . . and more.

The MichCon Corporate Library submitted their guide "Home to so many resources." This is a well-done, two-color booklet.

Need Information?

JUST ASK



This illustration is from the front panel of the Bell Canada brochure. This is a clean-looking, straightforward promotion piece that comes with a complimentary poster.

**MichCon
Corporate
Library**



Worth Its Weight in Gold

This issue of *Marketing Treasures* includes your new Cut & Paste Clip-Art sheet. The sheet presents original artwork in camera-ready form. If you would like previously published clip-art sheets, ask for the Cut & Paste Clip-Art Order Form. It shows all the clip-art sheets that have appeared in *Marketing Treasures*.

We Cut Through the Red Tape. Here is a graphic and message that will subtly promote your services. This is a "benefit" message, and should be used in conjunction with a description of services that help library customers save time. This graphic could be enlarged, the tape colored a bright red, and multiple copies made on a color copier. Add your library phone number or e-mail address and you've got a poster.

We Have Our Contacts. Here's a good headline to promote your list of internal/external experts. On second thought, this headline would also make a good title for such a list.

Take a Test Drive. When it comes time to introduce your new online catalog system, CD-ROM, personal bibliographic software packages, etc., this cartoon should help bring in the customers. We've shown a female, but shorten the hair, take away the scarf and sunglasses, and add pants, and you'll have a male. You can also add the name of the system in the cartoon's computer screen.

Relief Is Just a Phone Call Away. This graphic lends itself to a range of uses – posters, display ads, and as an illustration to your library phone list. But for real impact, consider using it to introduce your new rolodex card with your phone numbers on it. For a memorable promotion, glue an Alka-Seltzer tablet right to the flyer. You'll have everyone talking – and calling!

We Make It Easy to Order. . . . Here's a headline to use in conjunction with your purchasing services, interlibrary loan services, online database services, or any other order service that you offer.

Information that You Can Sink Your Teeth Into. If this graphic doesn't get your library services visibility, nothing will. If you think your customers will be offended at being characterized as "sharks," then change the headline to reference how the library can help keep the sharks from biting, or "Our Online Computer Information Services Let You Swim With The Sharks!"

Promotion Gems

The recent Special Libraries Association conference in San Antonio offered a number of excellent programs aimed at marketing topics. Your editor bought audio cassette tapes of these sessions and is prepared to loan them to *Marketing Treasures'* readers as she finishes listening to the tapes herself. If you would like to borrow any of the following tapes, send to the *Marketing Treasures* office a self-addressed label, along with \$2.00 for postage, and the names of the tapes that you want to listen to, and we'll mail them out first class, for two-week loans – on a first-come, first-served basis. Tapes available for loan are described below. These tapes can also be purchased from National Audio Video Transcripts, Inc., 4465 Washington Street, Denver, CO 80216; 303/292-2952.

Expanding Your Influence Beyond the Library (Tape #43-67). Steve Abram, Ted Slate, Jean Tatalias, and Barbie Keiser are the speakers. Each speaker reviews their professional career and highlights the activities and/or situations that allowed them to expand their influence outside their libraries and into other parts of their organization. The diversity of the speakers' backgrounds belies the similarity of the messages i.e., work to be visible, take advantage of opportunities. Some excellent insights are brought out during the session.

Fees For Libraries & Information Services: Strategic & Practical Considerations (Tape # 24-67). Elizabeth Mailloux, Barbara Robinson, and Sharon LaRosa are the speakers with Susan Hill as the moderator and a speaker. Each person addresses library fees from a different perspective. Strategic objectives, fee structures, customer target markets, and the practical realities of operating a fee-based information service are among the topics covered. The session theme is well-presented as each speaker builds on the material presented by previous speakers.

Toughing It Out: Coping With Organization and Industry Change (Tape #35-67). Jeanne Thomas, Sarah Warner, and Beth O'Mahony are speakers with Maryhelen Garrett as the moderator. The speakers present "good news" and "bad news" library scenarios. Best of all, the session provides insights into how information services can survive and thrive when library managers are open to change and make opportunities for themselves.

Your editor has four other tapes she will share in the next issue of *Marketing Treasures*. Besides being good sources of insight and perspective, each of the tapes described here has its humorous moments, making for great listening in rush-hour traffic.

Sparkling Reviews

The Service Edge: 101 Companies That Profit From Customer Care. Ron Zemke and Dick Schaaf. New American Library, 1989 \$19.95 ISBN: 0-453-00647-7

From Ron Zemke, co-author of *Service America* (1985), comes another collaboration on services marketing. This book is divided into two parts: Part I, The Principles of Distinctive Service, presents what the authors believe to be important principles of customer service. Part II, The Service 101, describes the customer service activities of 101 companies thought to be the best according to the authors' criteria.

While the last part of this book belongs to a genre that is getting a little old – how many profiles of 'excellent' companies can a person absorb? – the first part makes

good reading. The authors discuss "those people at the front line" and how the image and idea of working at a service job has changed. They point out that because services are intangible, service providers are forced to persuade customers that what they can do is something the customers want and need done . . . and that they can do it well.

The last five chapters in the first part cover five principles of customer service: listen, understand, and respond to customers; define superior service and establish a service strategy; set standards and measure performance; select, train, and empower employees to work for the customer; and recognize and reward accomplishment. Recommended as "light" management reading.

The Crystal Ball

August 19 "Designing with Desktop Publishing." Seminar offered by the Business & Professional Research Institute in Hartford, CT. Contact: 802/757-2714.

August 20-21 "Customer Satisfaction Research." Seminar offered by the Burke Institute in New York. Contact: Lisa Raffignone 800/544-7373 ext. 3775.

August 21 "Newsletter Editing, Design and Production." Seminar offered by Promotional Perspectives in Washington, DC. Contact: 313/994-0007.

September 4-6 "Strategies for Developing Effective Presentation Skills." Seminar offered by the American Management Association in Chicago. Contact: 518/891-0065.

September 10-12 Sales Promotion Conference in New York City. Sponsored by the American Marketing Association. Contact: 312/648-0536.

September 11 "Writing & Designing Successful Promotional Materials." Seminar offered by the Performance Seminar Group in Philadelphia. Contact: 802/757-2391.

September 14-15 "Capitalize on Your Capabilities" and "Increase Your Power . . . Enhance Your Image." Presentations by Kaycee Hale at the Midcontinental Chapter meeting of the Medical Library Association in Rapid City, SD. Contact: DeAnn Hilmoe 605/224-3178.

September 18 "Revising and Editing Your Own Writing." Workshop offered by Editorial Experts in Alexandria, VA. Contact: 703/683-0683.

September 23-25 "Practical Marketing Research." Seminar offered by the Burke Institute in New York. Contact: Lisa Raffignone 800/544-7373 ext. 3775.

September 23-27 "Strategic Marketing Planning." Seminar offered by the Michigan Business School in Ann Arbor. Contact: 313/763-1000.

September 27 "Editing and Writing Skills for Business People." Workshop sponsored by Success Builders in Baltimore, MD. Contact: 800/348-7350.

September 28 "The Information Broker's Seminar." One-day seminar offered by The Ruggie Group in Los Angeles. Contact: 415/649-9743.

October 1-2 "Positioning and Segmentation Research." Seminar offered by the Burke Institute in Cincinnati. Contact: Lisa Raffignone 800/544-7373 ext. 3775.

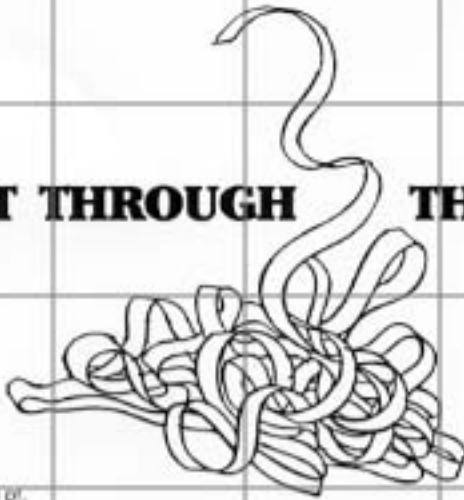
October 7-9 "Managing Your Customer Service Operation." Seminar offered by the American Management Association in Atlanta. Contact: 518/891-0065.

October 9-11 "How to Plan & Implement a Total Quality Management Program." Seminar offered by the American Management Association in Chicago. Contact: 518/891-0065.

October 10-11 "Managing Marketing Research." Seminar offered by the Burke Institute in San Francisco. Contact: Lisa Raffignone 800/544-7373 ext. 3775.

October 25 "Mainstreaming the Special Library." A one-day seminar by Alice Warner in Ann Arbor, MI. Contact: Joy Lerner 202/234-4700.

WE CUT THROUGH THE RED TAPE



Chatterham Ultra, 18 pt.

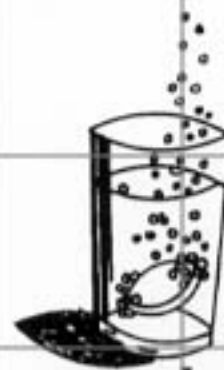
**"WE have
our contacts."**

Bodoni Bold, 40 pt.

**TAKE A TEST
DRIVE**



Davison Zip Bold, 30 pt.



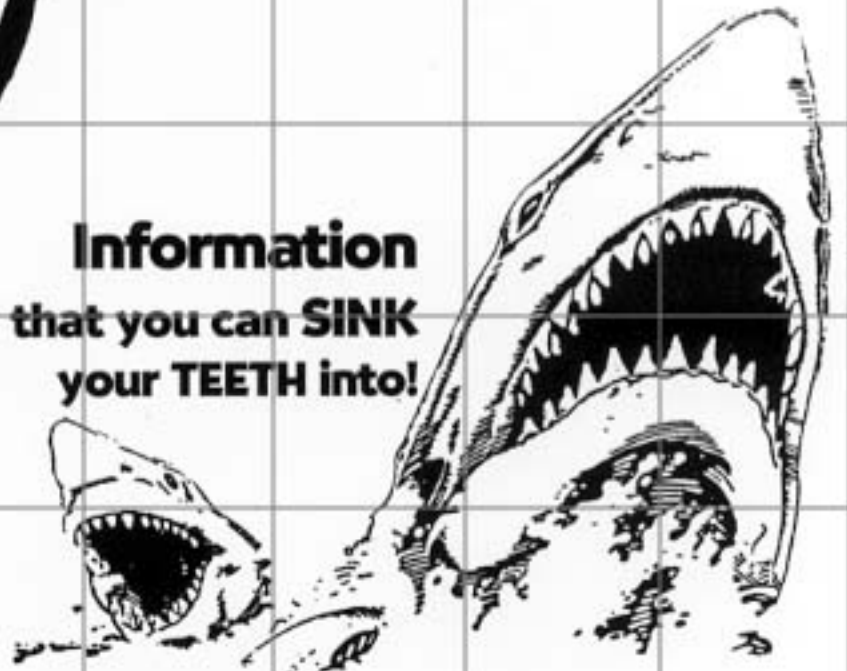
**Relief is just
a phone call away.**

Bengali Frisky Bold, 24 pt.

*We make it
EASY
to order...*

Trophy Oblique, 24 pt.

**Information
that you can SINK
your TEETH into!**



Behndorf Bold, 18 & 24 pt.

	Issue	Page
Associations		
Association of College & Research Libraries	6	2
American Association of College & Research Libraries	1	2
American Hospital Association	5	2
American Library Association (ALA)	2	2
.....	4	2
.....	5	2
American Marketing Association	6	2
Library Public Relations Council	3	2
Special Libraries Association (SLA)	1	5
.....	2	4
.....	3	2
.....	6	4
.....	6	5

Authors

Bann, David	3	6
Hamilton, Feona	1	6
Lovelock, Christopher H.	4	6
Schaaf, Dick	6	6
Shushan, Ronnie	2	6
Walker, Denis	5	6
Wright, Don	2	6
Zemke, Ron	6	6

Awards

John Cotton Dana Library Public Relations Award	5	2
John L. PeRCY Award	3	2
"Share the Wealth" competition	3	2

Clip Art

Announcing a New Arrival	2	Art#1
Business Runs on Information	2	Art#1
Coffee Mug	4	Art#2
Hop on Down to the Library	4	Art#2
Information Packaged With Pride	2	Art#1
Information That You Can Sink Your Teeth Into	6	Art#3
The Librarian's In	2	Art#1
The Library Provides Referral Services	2	Art#1
Message to Top Management	2	Art#1
Piece of Cake	4	Art#2
Ready, Fire, Aim.	4	Art#2
Relief Is Just a Phone Call Away	6	Art#3
Rolodex Card	4	Art#2
Say Goodbye to Your Paper Files	2	Art#1
Spring News	4	Art#2
Take A Test Drive	6	Art#3
We Cut Through the Red Tape	6	Art#3
We Have Our Contacts	6	Art#3
We Make It Easy To Order	6	Art#3

Collection Resources

	Issue	Page
<i>Catalog of Sound, 1990-91</i> (cassette tapes from National Public Radio)	4	2
<i>Trademark Checklist</i>	1	2

Design

Adaptation	6	2
Brochures	1	1
.....	5	3
Computer screen	5	2
Desktop publishing	2	6
Cartoons	5	5
.....	6	2
Color	3	5
.....	4	2
Logos	3	5
.....	6	4
Newsletters	1	2
.....	3	5
Publications on	2	6
.....	4	2
Typefaces/Fonts	1	3
User guides	4	4

Graphic Supplies & Paper

Catalogs	1	2
.....	2	2
.....	3	2
.....	5	2
.....	6	2
Color	4	2
Color, Pantone Matching System (PMS)	3	5
Letterhead stationery	1	2
Papers	1	2
.....	2	2
.....	3	2
.....	3	5
.....	5	2
Papers, recycled	1	2
.....	2	2
.....	2	5
.....	6	2
Place-a-note easel paper	6	2
Post-It Notes	2	5

Libraries

Aetna Information Centers	6	4
American Library Association Library	6	2
American Hospital Association Resource Center	1	2
.....	5	2
Bell Canada Library	6	4
Best Foods Information Center, NJ	5	3

	Issue	Page		Issue	Page
Business Information Center, American Cyanamid, NJ	1	1	<i>Infopromotion: Publicity and Marketing Ideas for the Information Profession</i>	1	6
Chevron Park Technical Library	6	4	<i>Marketing Executive Report</i>		
Eastman Kodak Information Service	6	4	monthly publication	5	2
Johnson County Public Library, KS	3	5	<i>Print Production Handbook</i>	3	6
J.T. Baker Company, The Library Center	3	5	<i>Printing on Text and Cover Papers:</i>		
Liverpool Public Library, NY	2	2	<i>Texture and Color</i>	4	2
MichCon Corporate Library	6	4	<i>Quick Check Directory of Online</i>		
Occidental Chemical Corporate Library	6	4	<i>Business Databases</i>	5	2
Uniroyal Chemical Ltd. Library, ON	5	5	<i>Services Marketing</i>	4	6
Westinghouse Information Resource Center	6	4	<i>Step-by-Step Graphics, Vol. 7, No. 2</i>	4	2
World Bank Information Services Division	6	2	<i>The Service Edge: 101 Companies That Profit</i>		
			<i>From Customer Care</i>	6	6
			<i>Using the Public Library in the Computer Age</i>	5	2
Marketing Management			Printing		
Advertising images/messages in 1990s	5	5	Books	3	6
Assistant Editor service	3	4	4	2
Cassette tapes	1	5	Color	6	2
.....	6	2	Delivery	4	2
.....	6	5	Process	3	6
Copyright law	1	5	Promotional Materials		
Costs	1	5	Acquisitions reviewed on tape	5	2
Customer service principles	6	6	Annual reports as promotional tools	2	2
Customer/User surveys	1	5	Birthday cards	2	2
.....	1	6	Bookmarks	1	2
.....	2	1	Brochures	2	2
Focus group research technique	6	2	Catalogs	2	2
Home computers	5	2	3	2
Image projection	2	4	4	2
.....	5	5	Displays	6	1
Likert Scale	2	4	Editing of	1	5
Market share	1	5	5	4
"New Realism" of 1990s	5	5	6	2
Online services	1	5	Flyers	2	2
Open-ended questions	2	1	Guides	2	4
Publications	1	6	Labels	4	2
.....	4	6	Letterhead stationery	1	2
.....	5	2	Logos	3	5
.....	5	5	Point-of-Purchase (P-O-P) Displays)	6	1
.....	5	6	Post-It Notes	1	2
Publicity	1	6	Posters	1	6
Recession, during	5	1	Rolodex cards	1	2
Service quality management	3	1	3	2
.....	5	6	Stationery	3	2
Surveys, customer/user	1	5	Statistics as promotional tools	4	5
.....	1	6	Suggestion boxes	2	2
.....	2	1	Videotapes	4	2
Total quality assurance	3	1	Writing of	1	5
User guides	4	1	4	3
			5	4
			6	2
Recommended Readings					
<i>Customer First: A Strategy for Quality Service</i>	5	6			
<i>Desktop Publishing By Design</i>	2	6			
<i>Great Library Promotion Ideas VI</i>	5	2			
<i>How magazine, July/August 1990</i>	1	2			