

Growing Role of Librarian in Building Strategic Relationship with Publishers

Trends

1. Digitization - changed how information is presented / stored
2. Learning methods - changed how information is sought
3. Technology - changed how information is access

IMPACT ON

Librarians	Publishers
a) Role – Custodians	a) Role – Sourcing & Providing information
b) Responsibility – information providers	b) Responsibility – Quality & Right Information
c) Relationships <ul style="list-style-type: none"> - Instructors i.e. Faculty - Researchers - Students - Publishers 	c) Relationship <ul style="list-style-type: none"> - Faculty - Authors - Librarians - Stores/Dealers/Distributors

STRATEGIC RELATIONSHIP -- > PUBLISHER – LIBRARIAN

Link between readers, faculty and authors

Because Librarians are key to providing publishers with :

1. Information Packaging – Why one should read a whole book when 2 chapters are enough
2. Trends among Users – Reading habits (forms in which information is consumed)
how-to books/byte sized books
3. Emerging Needs –
 - i. Why one cannot get contextual text instead of low priced version of a foreign one? (Adaptation)
 - ii. New Subjects/Courses being planned on which no books exists
 - iii. E-format of text books (go green)

Growing Role of Librarian

1. Not a passive custodian of information
2. But, an active participant in information creation