## north corolina IOCOTIES ISSN 0029-2540

## TABLE OF CONTENTS

## THEME ARTICLES: MARKETING LIBRARIES

- 125 Foreword, Howard F. McGinn
- 126 Libraries and Marketing: New Words—Old Worlds, Howard F. McGinn
- 132 Marketing Fundamentals for Librarians, Diane Strauss
- 136 "Sell" Is Not a Four-Letter Word: Lessons Learned from the Competitive Marketplace, Helen Causey
- 142 The Public Library at Crisis: Is Marketing the Answer?, Bernard Vavrek
- 148 Marketing and Public Libraries: The Commitment, Charles F. Montouri
- 154 Marketing the Special Library: A Perspective, Barry K. Miller
- 157 Promoting Services in North Carolina Community College LRCs, Nancy C. Rountree
- 161 A Tool for Measuring Success, Carol Myers
- 163 Serving Older Adults in North Carolina Public Libraries: A Survey, Diane G. Thompson
- 181 Forsyth County Public Library and the Constitution's Bicentennial: Building Relationships for Our Library, Barbara L. Anderson

## FEATURES

122 From the President

124 Over to You

187 North Carolina Books

195 About the Authors

OCT 25 1988

LIBRARY - PERIODICALS

EAST CANALINA UNIVERSIT

Cover: Bernard Vavrek, "The Public Library at Crisis: Is Marketing the Answer?", North Carolina Libraries 46 (Fall 1988): 142; Helen Causey, "Sell' Is Not a Four-Letter Word: Lessons Learned from the Competitive Marketplace," North Carolina Libraries 46 (Fall 1988): 136; and Charles F. Montouri, "Marketing and Public Libraries: The Commitment," North Carolina Libraries 46 (Fall 1988): 148.

Advertisers: Faxon, 151; H.W. Wilson, 141; SIRS, 123; UNC Press, inside front cover; Wakestone, 145.