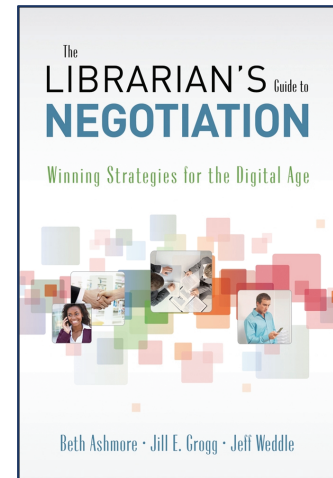


For Immediate Release

Contact: Rob Colding
Information Today, Inc.
(609) 654-6266, ext. 330
rcolding@infotoday.com

The Librarian's Guide to Negotiation

New Book Provides Essential Strategies for Librarians for Every Aspect of Their Career



March 26, 2012, Medford, New Jersey—Information Today, Inc. (ITI) announced the publication of *The Librarian's Guide to Negotiation: Winning Strategies for the Digital Age* by Beth Ashmore, Jill E. Grogg and Jeff Weddle.

Librarians negotiate every day with vendors, funding agencies, administrators, employees, co-workers, and patrons—yet the art of negotiation receives little attention in library education and training. This practical guide by three experienced librarian-negotiators will help you develop the mindset, skills, and confidence you need to negotiate effectively in any situation.

In *The Librarian's Guide to Negotiation*, the authors provide an in-depth look at negotiation in theory and practice, share tactics and strategies of top negotiators, offer techniques for overcoming emotional responses to conflict, recall successful outcomes and deals gone awry, and demonstrate the importance of negotiating expertise to libraries and library careers. The result is an eye-opening survey into the true nature of negotiation—both as a form of communication and as a tool you can use to create sustainable collections and improve library service in the digital age.

“Librarians have waded through library school and entered the job market to find themselves in the midst of an information revolution. Technology and the explosion of electronic resources are quickly reshaping the role and potentially the value of the library for students and researchers,” says Maria Collins, head of content acquisitions and licensing at North Carolina State University Libraries, in the book’s Foreword. “They must step away from traditional library services and envision new directions for their institutions. In addition, all of this must be accomplished with fewer resources. This constant flux within the library environment makes it ripe for negotiation. With each negotiation, a librarian gains an opportunity to influence change. In my roles as project manager, supervisor, department head, author, and editor, my ability to negotiate has proved critical to my success.”

Chapters include:

- Translating Negotiation Expertise for the Library World
- Negotiation Advice From Library Leaders and Vendors
- The Power and Pitfalls of Consortial Negotiation
- Negotiating in Times of Economic Stress
- Negotiating With Funding Sources and User Communities
- Playing Hardball: When to Get Tough and When to Walk Away
- Negotiating in the Era of Publisher Consolidation and the Big Deal
- E-Resource Management, Workflows, and Standardization
- Negotiating in the Age of Open Access, Open Source, and Free Internet Resources

In addition to the foreword by Maria Collins, the book features a bibliography, several appendices, and an index.

Praise for *The Librarian's Guide to Negotiation*

“This book is a great introduction to an important aspect of librarianship. Its practical account of successful negotiations in the library setting is at once perceptive, engaging, and broadly applicable.”

—Patrick L. Carr, head of electronic and continuing resource acquisitions, East Carolina University

ABOUT THE AUTHORS

Beth Ashmore is a metadata librarian at Samford University where she does cataloging, eresources, and serials management and a little bit of database building, when necessary. **Jill E. Grogg** is the eresources librarian at the University of Alabama Libraries. **Jeff Weddle** is an associate professor in the School of Library and Information Studies at the University of Alabama.

The Librarian's Guide to Negotiation: Winning Strategies for the Digital Age (272 pp/softbound/\$49.50/ISBN 978-1-57387-428-1) is published by Information Today, Inc. (ITI) and is available wherever professional books and ebooks are sold. For more information, contact the publisher by calling (800) 300-9868; faxing (609) 654-4309; emailing custserv@infotoday.com; or visiting the ITI website at www.infotoday.com.

###