



Review

The Accidental Library Marketer

Kathy Dempsey. Medford, New Jersey: Information Today, Inc., 2009. 312 pp. ISBN: 978-1-57387-368-0. \$29.50.

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The Accidental Library Marketer opens up by acknowledging the conundrum many librarians find themselves in: “they need to promote their libraries and services in the age of the Internet, but they’ve never been taught how to do so effectively” (xv). This work by Kathy Dempsey is a fast but sometimes technical read that introduces the basics of marketing and provides examples by which to illustrate concepts at work.

Dempsey, the author of *Marketing Library Services* newsletter, argues marketing is vital for promoting services and showing stakeholders how much a library does. With this philosophy in mind, she takes the reader on a crash course in marketing (and public relations) to move from mere promotion to “real marketing” that reels in donors, motivates patrons and builds stronger community relationships.

The book focuses on the need for statistical information about users and explains how to gather the information and, more importantly, how to use it to target groups. She provides checklists from start to finish in creating marketing along with examples of how to take a bad promotion and improve it on the fly. She explains concepts from the busi-

ness and marketing worlds fully and shows how they fit into the library world. Finally, she makes sure to provide links to sites with more information.

To a novice, many of her marketing ideas will seem exciting and new; to someone already well versed in the marketing world, this work will be more of a refresher. This work is a practical one and great for referencing and reviewing marketing materials. Its examples primarily lend themselves to application at a public library. Dempsey's real strength is in showing unique marketing examples that can pull in more fundraising and patron promotion. From an academic standpoint, her focus on seeing libraries as holistic ties in well with the academic library drive toward outreach and mission statements. Academic librarians who want examples and case studies will want to read *Marketing Today's Academic Library* by Brian Matthews (ALA Editions, 2009) to augment the principles in Dempsey's work.

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