
Marketing services and resources in information organizations. By Zhixian Yi. (2018). Chandos Information Professional Series, Elsevier, ISBN (Electronic) 9780081008140, ISBN (Print) 9780081007983

Notwithstanding its publication date, this text by Dr. Zhixian (George) Yi is a welcome and timely addition to the growing literature on marketing services and resources in information organizations and stresses the importance of this subject amidst a time of economic reform, budget cuts, and constantly stretched budgets. The author is a lecturer and former leadership specialization coordinator as well as a PhD supervisor at Australia's Charles Sturt University's School of Information and Communication Studies, a well and highly regarded school with a strong reputation in information and library studies. Dr. Zhixian Yi teaches management and marketing subjects at graduate level, and he is to be commended on producing this very welcome 'hands-on' practical text on marketing services and resources in higher education organizations.

He discusses the 'why' and 'what' of marketing, importance of market research, and goes into some degree of detail in discussing the different and varied ways of identifying user needs and wants in the higher education sector. The chapters on market segmentation, marketing mix and branding, and strategic planning are particularly well written and go to some welcome depth in providing practical guidance to information professionals working in this sector.

Mindful as he is of today's highly digital world, he also goes into considerable detail in widely discussing different techniques and strategies for the marketing and promotion of electronic resources, including the effective use of social media in marketing. The concluding chapters of this e-book provide useful practical guidance and insights into the trends and challenges facing the future of marketing resources and services in an increasingly electronic world.

Overall, the chapters in this book are clear and very well laid out together with useful short summaries at the end of each chapter followed by an exhaustive list of references for those interested in further reading and consultation in this important area of marketing services and resources in information organizations. This book is also supported by a comprehensive and detailed index.

While not entirely discounting the value of traditional marketing of services, the author correctly posits that the "the future trends of marketing will see information organizations more focused on digital marketing, mobile marketing, social media marketing, data-driven marketing, personalization marketing, content marketing and user experience to achieve greater success in marketing resources and services in the digital age."

- Rishpal Sidhu