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Do You Web 2.0?: Public Libraries and Social Networking

Linda Berube

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Web 2.0 technology is a hot topic at the moment, and public librarians in particular are beginning to feel the pressure to apply these tools. Indeed, Web 2.0 has the potential to transform library services, but only if the policy and strategy for those services are ready to be transformed. The author not only reviews these tools and provides practical advice and case studies on how they can be applied in the public library setting, but also recommends the policies and business cases that begin to create a new strategy for public libraries.

- Particularly geared to the public library setting
- Advice on using in conjunction or integrated with other public library services
- Examples of best practice

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