Contents

Editor	s' biographies	ix
	Foreword 1	
Forev	oreword 2	
Forev	vord 3	XV
Ackno	cknowledgement	
Endo	rsements	xix
Introd	duction	xxiii
	Peter Persic, Director of Public Relations & Marketing, Los Angeles Public Library	.1
2.	Nicole Čelić, Adult Service Librarian, New York City	27
	Olivera Nastic, Senior Librarian, Belgrade City Library 100 Matrix	
3.	Sara P. Montoya-Hernandez, Marketing & Event Coordinator, McAllen Public Library	39
4.	Stacie Ledden, Director of Strategic Partnerships, Anythink Libraries	53
5.	Shamichael Hallman, Senior Library Manager (Former), Memphis Public Library	69
6.	Tana Kung Peckham, Chief Strategy Officer, Cleveland Public Library	85
7.	Randall Goble, Director of Engagement, Kent District Library, Michigan, USA	103
8.	Sam Helmick, Community and Access Services Coordinator, Iowa City Public Library, United States	127
9.	Steven K. Bowers, Executive Director, The Library Network, Novi, Michigan, United States	143
10.	Helen Tapping, Head of Marketing and Online Services, The Seattle Public Library	165

11.	Dr. Timothy Lentz, Archivist and Director, Detroit Opera Archive and the Allesee Dance and Opera Resource Library at the Detroit Opera House (Co-authored with Dr. Hermina G.B. Anghelescu, School of Information Sciences, Wayne	
	State University)	181
12.	Sonia Zagwyn, Children's Services Coordinator, Powell River Public Library, B.C., Canada	203
13.	Isobel Hunter, Chief Executive, Libraries Connected	223
14.	Lucia Werder, Deputy Director, Bremen Public Library	239
15.	Niko Cvjetković, Director, Rijeka City Library, Croatia	249
16.	Olivera Nastic, Senior Librarian, Belgrade City Library	267
17.	Jakob Guillois Lærkes, Director, Gladsaxe Municipal Libraries, Denmark	277
18.	Jane Cowell, Chief Executive Officer, Yarra Plenty Regional Library, Northeast Melbourne Region, Victoria, Australia	289
19.	Laurinda Thomas, Manager, Libraries and Community Spaces, Wellington City Council, New Zealand	313
20.	April Slayton, Director of Communications, Library of Congress	333
21.	Liisa Savolainen, Deputy Director, National Library of Finland	353
22.	Huism Tan, Executive Director, Qatar National Library	369
23.	Susan Parker-Leavy, Head of Library, Museum of Islamic Art, Doha, Qatar	381
24.	Elsbeth Kwant, Strategic Advisor, National Library of the Netherlands	397

	Ute Schwens, Director, German National Library in Frankfurt am Main	413
26.	Augusts Zilberts, Head of Public Relations, National Library of Latvia	425
27.	Damilare Oyedele, Co-Founder & Chief Executive, Library Aid Africa	445
28.	Margret Aldrich, Director of Communications, Little Free Library	459
29.	Philip Kent, University Librarian, The University of Sydney	469
30.	Allan Cho, Community Engagement Librarian, University of British Columbia	487
31.	Dr Alex R. Hodges, HGSE Librarian and Director, Monroe C. Gutman Library, Harvard Graduate School of Education	503
32.	Jenna Hillhouse, Librarian, Center for Homeland Defense and Security, Naval Postgraduate School, United States	529
33.	Ameet Doshi, Head, Donald E. Stokes Library, Princeton University	543
34.	Amanda Albert, University Librarian, Jack C. Taylor Library, Fontbonne University	561
35	Mark Allen Mattson, Head of Global Engagement Initiatives and International Partnerships Librarian, Pennsylvania State University, Libraries	575
36	. Anne Langley, Dean of the University of Connecticut Library	595
37	. Charlie Bennett, Public Engagement Librarian, Georgia Tech Library	607

38.	Charles Aylmer, Head of Chinese Department, Cambridge Laboration University Library	619
39.	Dominic Tate, Head of Library Research Support and Deputy Director, Library & University Collections, University of Edinburgh	627
40.	Wilhelm Widmark, Director, Stockholm University Library	639
41.	Prof. Dr. Andreas Degkwitz, Library Director (retired), Humboldt University of Berlin	649
42.	Alrina de Bruyn, Director of Events & Marketing, University of Johannesburg Library	659
43.	Nadine Bailey, Teacher Librarian and Technology Integration — Middle School, Western Academy of Beijing	673
44.	Mr. K, Head of Library, Somerset School Shanghai	691
45.	Katie Day, Teacher-Librarian, Tanglin Trust School, Singapore	701
46.	Conclusion Postgraduate School, United States noisuland	719
Inde	Vmeet Doshi, Head, Donald E. Stokes Libraryoffmceton netgorija v	733