

IFLA Journal
Volume 25, No. 3. 1999
ISSN: 0340-0352

Contents

- Pimrumpai Premssmit. Library and Information Services in Thailand
- Kestin Hassner. The Model Library Project - A Way to Implement the UNESCO Public Library Manifesto
- Robin W. Doust. Provision of School Library Services by Means of Mobile Libraries: The Zimbabwe Experience
- Richard M. Atuti. Camel Library Service to Nomadic Pastoralists: The Kenyan Scenario
- Alice Calabrese. Marketing Action Planning: The Untold Story
- Foster J. Zhang and Marcia Lei Zeng. Multiscript Information Processing on Crossroads: Demands for Shifting from Diverse Character Code Sets to the Unicode tm Standard in Library Applications
- Patricia Layzell Ward. Review of the Management Literature 1998

IFLA News

From the Secretariat

- IFLA Annual Report 1998
- IFLA Statement on Libraries and Intellectual Freedom
- IFLA and the Dutch Community Welcome Ross Shimmon

From the Core Programmes

- Annual Report 1998 of the IFLA ALP Core Programme by Gunilla Natvig, Administrative Officer
- Annual Report 1998 of the IFLA PAC Core Programme by Marie-Thérèse Varlamoff, Programme Director
- Annual Report 1998 of the IFLA UAP Core Programme and the Office for International Lending by Graham P. Cornish, Programme Director
- Annual Report 1998 of the IFLA UBCIM Core Programme by Marie-France Plassard, Programme Officer
- Annual Report 1998 of the IFLA UDT Core Programme by

From the Divisions, Sections and Round Tables

- Management and Marketing Satellite Meeting: "Managing Your Library"
- Library Buildings and Equipment Satellite Meeting, "Library Building in a Changing Environment"

International Calendar

Abstract Sheet

Library and Information Services in Thailand

Premssmit, Pimrumpai.

Abstract

For the occasion of the 65th IFLA Council and General Conference to be held in Bangkok, Thailand from 21 to 28 August 1999, the author surveys the development of libraries with an emphasis on cooperation among the various types of libraries in Thailand. Covered are the National Library, special libraries, school libraries, public libraries, and academic libraries. Also included is an overview of the activities of the Thai Library Association.

The Model Library Project - A Way to Implement the UNESCO Public Library Manifesto

Hassner, Kerstin.

Abstract

Adopted in 1994, UNESCO's third Public Library Manifesto is an international document which expresses the desired goals for library development at large for all Member States. Since the path to reach those goals vary from country to country, the Swedish project selected three libraries with which it wished to operate within an international network. The article describes the activities of libraries in Estonia, Zimbabwe, and Spain which participate in UNET (UNESCO Model Library Network) with the Ljusdal Library in Sweden.

Provision of School Library Services by Means of Mobile Libraries: The Zimbabwe Experience

Doust, Robin W.

Abstract

One of the major problems in providing good quality education in developing countries is the high cost of library service to schools. To help overcome this, the Bulawayo Public Library developed a mobile library service which has been in operation since 1978. The article covers in depth its financial aspects, and provides suggestions for others wishing to establish such a service.

Camel Library Service to Nomadic Pastoralists: The Kenyan Scenario

Atuti, Richard M.

Abstract

From December 1997 until February 1998 more than 250 interviews with users of camel library service were carried out in the Garissa district. The data was summarized

statistically and analyzed. The general characteristics of camel library service use are reflected in terms of occupation and personal use. The perceptions of users are examined, together with proposals for improvements.

Marketing Action Planning: The Untold Story

Calabrese, Alice.

Abstract

The Chicago Library System (CLS) developed several approaches toward marketing education for member librarians. Through research analysis it was determined that librarians felt pressured to defend against new competition for readers - book stores, the Internet, other libraries, time and convenience. A dual strategy approach allowed CLS to market and promote itself while at the same time help members "tell their own story." We attempted to assist members create effective change strategies for their organizations. In doing so, we found that it helped define and position CLS in a leadership role.

Multiscript Information Processing on Crossroads: Demands for Shifting from Diverse Character Code Sets to the Unicode tm Standard in Library Applications

Zhang, Foster J. and Marcia Lei Zeng.

Abstract

An essential component of any library application is an encoding methodology that allows computers to process characters and symbols used to represent language information in written form. For years the encoding mechanism was not developed under a unified umbrella nor did it reach various languages equally. Without a standard unified character code, users have to use different software and terminals to display or enter data in different languages, especially when dealing with more than a few scripts. The development of the Unicode Standard is a milestone in international computing because it supports the creation of global software that can be easily adapted for local needs. However, the implementation of the Unicode Standard has not received full attention or strong support from some library communities which present special and unique issues to multiscript information processing. The article focuses on obstacles to using the Unicode Standard in library applications. While examples and observations are from current CJK (Chines, Japanese, Korean) information processing, the authors believe that librarians from other regions, especially Third World countries, will find them interesting.

Review of the Management Literature 1998

Layzell Ward, Patricia.

Abstract

This article continues the series of annual reviews prepared by the Section on Management and Marketing. It reviews the general literature of management published in 1998, drawing attention to papers of interest to library managers. The number of papers on human resource management and diversity management has grown. Strategic planning and synergy are of

renewed interest, while some writers consider that business process re-engineering has failed as a technique.