

Eight Steps to Better Library Experiences—Reading List

Economic Trends

Jensen, Rolf. 1999. *The Dream Society: How the Coming Shift from Information to Imagination Will Transform Your Business*. New York: McGraw Hill.

Pine, B. Joseph and Gilmore, James H. 1999. *The Experience Economy: Work is Theatre and Every Business a Stage*. Boston: Harvard Business School Press.

People First: Employees & Customer Service

Disney Institute. 2001. *Be Our Guest: Perfecting the Art of Customer Service*.

New York: Disney Editions. A must-read for customer service and “practical magic.”

Gross, T. Scott. 1991. *Positively Outrageous Service: New and Easy Ways to Win Customers for Life*.

New York: Mastermedia Limited. Chapter on training front-line staff.

Mitchell, Jack. 2008. *Hug Your People: The Proven Way to Hire, Inspire, and Recognize Your Employees and Achieve Remarkable Results*. New York: Hyperion. Covers specifics on how to shift a culture towards customer service.

Sanders, Betsy. 1995. *Fabled Service: Ordinary Acts, Extraordinary Outcomes*.

San Diego: Pfeiffer & Company. Great factoids about how poor customer service hurts business.

Branding & Marketing

Gobé, Marc. 2001. *Emotional Branding: The New Paradigm For Connecting Brands to People*.

New York: Allworth Press.

—. 2002. *Citizen Brand*. New York: Allworth Press.

Godin, Seth. 2005. *All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World*

New York: Portfolio. The importance of authenticity and consistent attention to detail.

Twitchell, James B. 2004. *Branded Nation: The Marketing of Megachurch, College, Inc.*

and Museumworld. New York: Simon and Schuster. The Museumworld chapter is pertinent to libraries as well.

Retail Science

Kelley, Tom with Littman, Jonathan. 2001. *The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm*. New York: Currency Books. Chapter on brainstorming is very good.

Lewis, Dr. David and Bridger, Darren. 2000. *The Soul of the New Consumer: Authenticity –*

What We Buy and Why in the New Economy. London: Nicholas Brealey Publishing.

Underhill, Paco. 1999. *Why We Buy: The Science of Shopping*. New York: Simon & Schuster.

—. 2004. *The Call of the Mall*. New York: Simon & Schuster. Fun analysis of consumer behavior.

The Visitor-Centered Site

Diamond, Judy. 1999. *Practical Evaluation Guide: Tools For Museums & Other Informal Educational Settings*. Walnut Creek, CA: AltaMira Press. Will lead you through all types of visitor studies.

Falk, John H. and Dierking, Lynn D. 2002. *Lessons without Limit: How Free-choice Learning is Transforming Education*. Walnut Creek, CA: AltaMira Press. Great ideas for partnering in a learning society.

Falk, John H. and Sheppard, Beverly K. 2006. *Thriving in the Knowledge Age: New Business Models for Museums and Other Cultural Institutions*. Lanham, MD: AltaMira Press. Inspiring vision of what the future might hold for hybrid informal learning sites.

Oldenburg, Ray. 1989. *The Great Good Place*. New York: Marlowe and Company.

Serrell, Beverly. 1996. *Exhibit Labels: An Interpretive Approach*. Walnut Creek: AltaMira Press. The bible for interpretive signs, if you ever do exhibits in your library.

Design & Wayfinding

Hunt, Wayne. 2003. *Environmental Graphics: Projects and Process*. New York: Harper Design International. (Out of print but worth locating.) Fantastic, inspiring designs, especially for wayfinding challenges.

Kaplan, Rachel, Kaplan, Stephen, and Ryan, Robert L. 1998. *With People in Mind: Design and Management of Everyday Nature*. Washington: Island Press. Good chapter on wayfinding and maps if you have a large library.

Williams, Robin. 2004. *The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice, 2nd Edition*. Berkeley, CA: Peachpit Press. There's a whole series of these, all great. www.peachpit.com

Big Ideas

Gladwell, Malcolm. 2000. *The Tipping Point: How Little Things Can Make a Big Difference*. Boston: Little, Brown and Company. How to create a social epidemic.

—. 2005. *Blink: The Power of Thinking Without Thinking*.

New York: Little, Brown, & Company. About learning and first impressions, among other things.

Websites and Blogs

experienceology.com
trendwatching.com
faithpopcorn.com
nowandnext.com
experienceology.blogspot.com
shanachietour.com

