

Off The Shelf: Looking Beyond Libraries for Innovation and Inspiration

Off the Shelf: looking beyond libraries for inspiration and innovation

An  Webinar

Tuesday, Feb. 16, 2010
12:00 noon to 1:00 p.m.

Presenter: Marshall Shore, Information Curator™
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Information Curator™?

- What is it?

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Agenda

- Why
- Research & Design
- Across the shelf
- Ask the Community

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Why


- Benefits
 - Different P.O.V.
 - Create Dialogue
 - Budget
 - Efficiency
 - Research & Design

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Getting Started



- billboard.com



- kirkusreviews.com

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Research and Design



- progressivegrocer.com
 - Newsletter
 - Multimedia

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Gourmet Connection

- Gourmet Retailer
 - gourmetretailer.com
 - Gourmet trends 2010
 - Webinars



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nielsen

- en-us.nielsen.com
 - Nielsen Wire
 - blog.nielsen.com/nielsenwire/
 - reports
 - webinars



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Ad Age

AdvertisingAge®

- Adage.com
- Sign up for daily newsletter
- Webcast

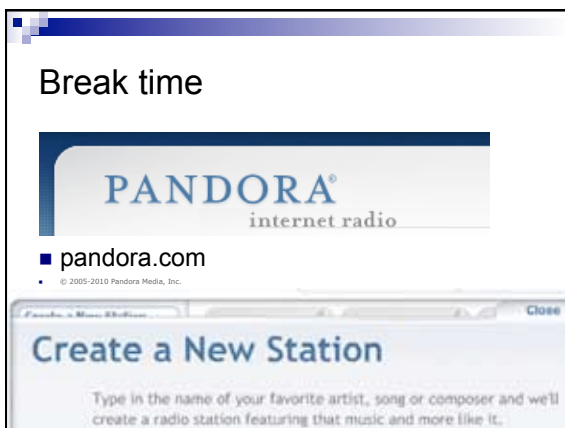
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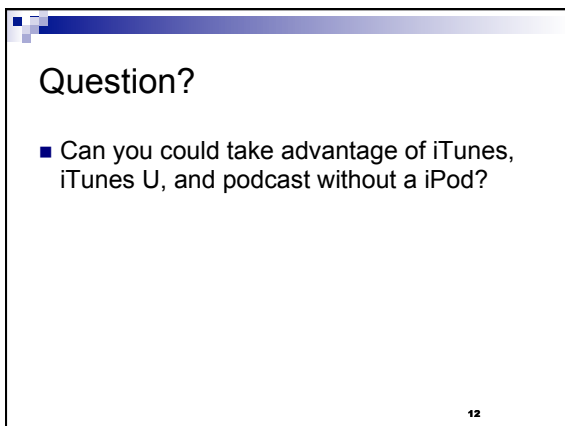
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Across the Shelf: iTunes


- iTunes
 - Music
 - Podcast
 - BusinessWeek
 - BBC Focus
 - Killer Innovation
 - iTunes U
 - Social Innovation Conversations



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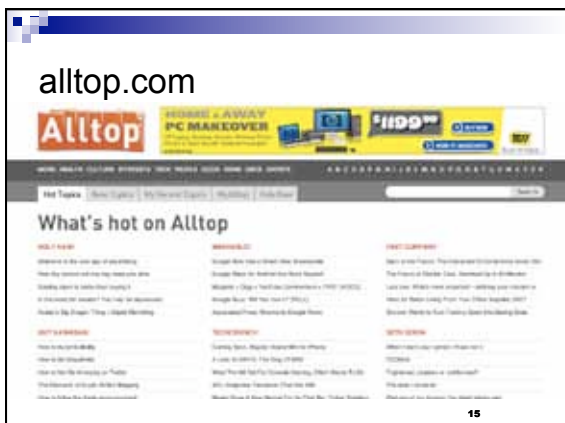
Across the Shelf

- TED Ideas worth spreading
 - ted.com
- Alltop
 - alltop.com



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alltop.com

What's hot on Alltop



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Across the Shelf: more

- Seth Godin
 - squidoo.com
 - sethgodin.typepad.com
- Margret Wheatley
 - [A Simpler Way](#) by [Margaret J. Wheatley](#)



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Ask the Community



- theworldcafe.com
 - Set context
 - Explore questions that matter
 - Listen for insights

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Other ways

- Convenient Sampling
- Social Media
 - facebook.com
- Amazon Listmania lists
 - [amazon.com/gp/richpub/listmania/toplists](#)



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Social Capitol

- What is it?
- bettertogether.org



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Community engagement

- TEDx
 - ted.com/tedx
 - TEDx for Libraries: Dynamic programming for FREE!
 - infopeople.org
- Ignite
 - ignite.oreilly.com



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Thank You!

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