

## ASSESSING SERVICE QUALITY SATISFYING THE EXPECTATIONS OF LIBRARY CUSTOMERS THIRD EDITION%0A

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This 2015 version of Assessing Service Quality is the third edition of a title originally published in 1998, with a second edition in 2010. The third edition presents some major updates, reflecting the changing library landscape and technologies. The authors felt the need to make updates in the third edition to address these recent changes, primarily citing newer developments in the library

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Because of technology, the old measures of service quality no longer apply. If libraries are to succeed, they must see themselves in competition with other institutions and sources of information--especially the Web--and make customers feel welcome and valued.

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Assessing Service Quality puts customers at the center of the evaluation process. It provides cutting-edge measurement strategies and data collection methods to measure service quality in academic and public libraries. The authors examine service quality standards and explain how services can be quantitatively and qualitatively assessed.

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RR 2016/105 Assessing Service Quality: Satisfying the Expectations of Library Customers (3rd edition) Peter Heron Ellen Altman Robert E. Dugan Publisher Name: ALA Editions, an imprint of the American Library Association

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