

Introduction to the Series (<i>Guy St Clair, Series Editor</i>)	vii
Foreword (<i>John V. Ganly</i>)	xiii
Part I Customer service: an introduction	
1 Definition and concepts	1
2 Why be concerned about customer service?	8
Part II Initial stages	
3 Defining the role of the information service unit	20
4 Informal - and not-so-informal - intelligence gathering	30
5 Defining the market and selecting specific user groups	44
Part III The players	
6 Nurturing the culture: management and staff together	54
7 Whose information is it anyway? Involving users in the process	65
Part IV Key tools	
8 The needs analysis, user survey and the information audit	75
9 The marketing information system	92
10 Designing and implementing the customer service plan	103
Part V Benefits to the customer/user	
11 Quality assurance, standards and quality services	118
12 Follow-up and analysis, evaluation and measurement	128
Selected bibliography	139
Index	142