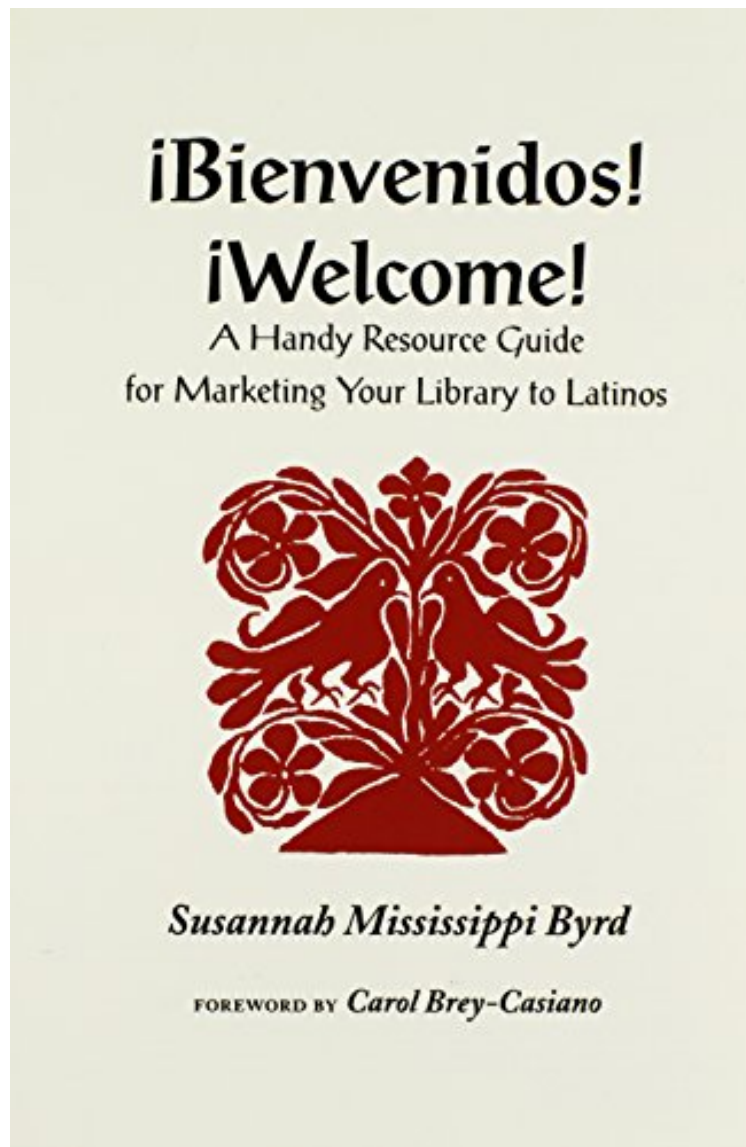


(Mobile book) Bienvenidos! =: Welcome!: A Handy Resource Guide for Marketing Your Library to Latinos

# **Bienvenidos! =: Welcome!: A Handy Resource Guide for Marketing Your Library to Latinos**

*Susannah Mississippi Byrd*  
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**Susannah Mississippi Byrd : Bienvenidos! =: Welcome!: A Handy Resource Guide for Marketing Your Library to Latinos** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bienvenidos! =: Welcome!: A Handy Resource Guide for Marketing Your Library to Latinos:

The Latino population, currently 37.4 million people, is 13.3 per cent of the U.S. population. To serve this growing audience, libraries with increasing Hispanic populations are seeking information and guidance to create relevant collections and services. *Bienvenidos! Welcome!* by Latino marketing expert Byrd is a convenient, expert handbook to these resources. Growing from the leadership initiative of 2004-5 ALA President Carol Brey-Casiano, this groundbreaking guide supplies the necessary tips to help librarians: Build a knowledge base about their local Hispanic community; Learn about cultural distinctions between groups; Develop a collection that reflects the needs of the community; Create programs, services, and activities relevant to their interests; Generate enthusiasm with outreach targeted to Latinos; Provide comfortable and easy access to the library; To create a comprehensive marketing and outreach strategy that will attract diverse Latino audiences, Byrd suggests ways to gain knowledge of your Latino community through interviews, surveys, and advisory council. Librarians will also learn what collections and programs have been successful in other libraries where there is a large base of Spanish language users, as well as tried and true methods to gain knowledge about their local Hispanic community. Thirty-four context-based resources provide the starting point to access specialized information. Public and school librarians without the cultural background to serve this growing populace, can count on *Bienvenidos! Welcome!* as a resource guide to welcoming Latino customers to their library.

From *School Library Journal* This clearly written guide covers everything from survey analysis to access and outreach to collection development, and offers practical solutions and suggestions in refreshingly concise language. Byrd includes resources, services, government agencies, projects, professional organizations, etc., making this title a valuable addition to libraries and organizations that are initiating programs directed toward diverse Latino populations. For those already providing services, it includes a convenient list of suppliers for Spanish-language materials in all formats. Rosa Hamilton, City of Mesa Library, AZ Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.