



Commercial and Non-Commercial Marketing in Information and Library Activities

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Abstract: This article focuses on the knowledge of the theoretical foundations of marketing and its practical application in the organization of work in modern information-library institutions in the conditions of rapid development of the present time. The introduction of the concept of marketing into the library activity is aimed at the business, initiative of the head of the institution, the correct determination of his strategic direction in the future, the correct organization of work activities, the maximum satisfaction of the needs and demands of readers, and the enrichment of the library budget, recognizes that it is an activity aimed at the formation and activation of requirements in the field.

Keywords: marketing, commercial and non-commercial marketing, market, need, consumer, demand, management, tactics, budget, entrepreneurship, profit, business, competition.

Specialists of modern libraries, first of all their managers, need to know the theoretical foundations of marketing and know how to apply it in practice as a market concept of management of information-library institutions. The success of the reforms carried out in the library-information activity depends to a large extent on the proper organization and management of the activity.

Library management staff's mastery of marketing tools will help each library determine its strategic direction in the future, as well as teach changing tactics in daily work.

Marketing (from the English "market" - market, sale, demand) according to the classical definition, is a direction aimed at determining the most alternative ways of interaction between the seller (product, service) and the consumer (buyer) is defined as, or in short, the term marketing is derived from the English word "market" and means activity in the field of sales.

This is a systematic method of management, an activity aimed at satisfying a specific need and forming and activating requirements in the field.

The modern concept of marketing has gone through a long enough development.

Marketing as one of the areas of economic research and management practice emerged in the USA in the late 19th and early 20th centuries and has been studied for a long time as one of the important elements of the market economy.

Marketing, on the one hand, is a perfect and comprehensive study of the market, demand, tastes and needs; directing production to these requirements; if it envisages the production of products intended for specific consumption, on the other hand - it implies active influence on the market and the formation of existing demand, needs and preferences of consumers.

In the management, the marketing block is important as an important initiative economic object in the general technological chain of the library's activity. The library can make broad organizational and economic decisions at its own level, and interact with various state and non-state organizations,

institutions, organizations, as well as individuals, regarding the developing market of library-information services and products.

Nowadays, in the conditions of rapid development, it is necessary to study the activity of the library at the economic micro level, taking into account the specific socio-economic micro environment of the individual library.

Based on the principles of marketing activity in libraries, modern management is carried out based on the logical basis of activity, the marketing concept developed in 1981 by the English librarian B. Cronin for non-profit organizations, libraries, and information agencies. Later, this concept was adapted for the libraries of European countries by experts led by P. Borkhardt at the German Library Institute.

A central place in library marketing research is allocated to consumers, as mentioned above. This makes it possible to branch out services and products provided by the library, define their range and size, and define a specific market segment.

Marketing types can be implemented by libraries based on their goals and real situations. In this case, it is appropriate to use marketing types not separately, but together.

In the field of information-library activities, traditional commercial and non-commercial marketing have been used together, but more space has been given to non-commercial marketing. When using marketing in the library, it is necessary to ensure that the document fund has the necessary quality, to pay attention to the library's resources and its development.

Commercial marketing is very relevant in the non-budget initiative management of the library, in the structure of the Information-library and other business units, and in the conditions of cooperation of the library with other institutions.

Profitability, based on comprehensive demand study and promotion methods, requires coordination and adaptation of commercial activities, activities, and meeting existing requirements with competitive services and products.

Instead of the paid information-library services used in libraries, commercial work is gradually being done based on the study of market requirements and with the aim of obtaining real profit.

In this activity, it is now necessary to work on the principles of commercial marketing, to increase profits and develop commercial activities. These works primarily include business libraries, practical information centers, economic and legal offices (departments, halls), practical literature and conjunctural information, as well as autonomous or fully independent information, education or leisure. can be used in the implementation and proof processes of the transfer problem-referral department.

The majority of modern libraries in their daily practical activities are socially giving priority to providing free services to readers and in doing so, they are trying to achieve a balance between their economic interests and the social situation. In such cases, the non-profit marketing methodology for librarianship is a priority.

Non-commercial marketing appears as an effective means of achieving public interest in the activities of the budget sector.

It is appropriate to use non-commercial and commercial marketing together in the practical activities of specific information-library institutions. This leads to a proactive approach to library management. In this case, the broad application of perspective ideas, an informal collaborative approach to solving current tasks begins, and the interest of individual employees and the team in the final result of their daily activities increases.

At the same time, it is necessary to clearly strengthen the information and communication function of the library, to increase the number of new categories of consumers (including those who pay for their services), the types of services and products provided, both paid and non-paid. It should not be forgotten that increasing the types of services is often related to paid services.

It should be noted that the main principle of marketing in managing a specific library is the selection of free, but proven specific goals. At the same time, it is necessary to have a certain strategy of operation and development. Based on this, the library administration, together with marketers, separates a specific group of consumers, attracts partners, evaluates the available resource possibilities and, with the main budget activities (free for readers), can be realistically paid for consumers. It is necessary to proportionally connect the funds received for the types of services.

Here, the timely use of various structural elements of field marketing, their various application, development and implementation of targeted marketing programs play a decisive role. A tool for organizing and managing interactions with various consumer groups, as well as the reception and direction of certain services and products, is a powerful tool in creating a positive image /image/ of a specific structure results /products/.

Non-profit marketing is a tool for creating and managing interactions with various consumer groups, as well as creating an image of an enterprise and organization that develops certain services and products, in order to achieve public interest in the activities of the budget sector.

Commercial marketing is used in the off-budget entrepreneurial activities of the library, in the structure of library-information and other business units, and in the conditions of cooperation of the library with other institutions. It coordinates and adapts the activities of commercial activities for profit, based on the methods of comprehensive research and stimulation of the demand, and fulfills the existing requirements with competitive services and products.

Thus, in order for each library to properly organize its work, satisfy the needs and demands of readers to the maximum and enrich the library budget, form and activate requirements in the field, develop and advance, it is necessary to use marketing. It is necessary. Marketing is the basis for ensuring the future well-being of the library community.

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