



**Glossary:**

**Long Tail:** First coined by Chris Anderson in a 2004 Wired Magazine article to describe certain business and economic models such as Amazon.com or Netflix. (Wikipedia)

**Niche Marketing:** The process of finding small but potentially profitable market segments and designing custom-made products for them. Niche marketers are often reliant on the loyalty business model to maintain a profitable volume of sales. (Wikipedia)

**Pareto Principle:** Also known as the **80-20 rule**, the **law of the vital few** and the **principle of factor sparsity**, it states that, for many events, 80% of the effects comes from 20% of the causes. Named for Italian economist Vilfredo Pareto. (Wikipedia)

Collection Development Makeover: Rethinking Buying and Weeding Patterns  
Michele Leininger, Continuing Education Consultant, State Library of Iowa  
Town Meetings 2007

**Tools for developing a library-specific Adult Fiction Core Collection list:**

- Local high school and/or college required reading lists
- Circulation statistics
- Local Great Books groups or other book discussion groups
- Book award lists, such as:
  - Pulitzer Prize: <http://www.mcpl.lib.mo.us/readers/awards/adult/pulitzer.htm>
  - Nobel Prize: [http://nobelprize.org/nobel\\_prizes/literature/laureates/](http://nobelprize.org/nobel_prizes/literature/laureates/)
  - National Book Award: [http://en.wikipedia.org/wiki/National\\_Book\\_Award](http://en.wikipedia.org/wiki/National_Book_Award)
  - PEN/Faulkner Award: <http://www.penfaulkner.org/affWinners02.htm>
  - Booker Prize: <http://www.themanbookerprize.com/prize/archive>
- Collection Development books, such as:
  - Fiction Catalog (H.W. Wilson, 15<sup>th</sup> Ed. 2006)
  - Outstanding Books for the College Bound and More Outstanding Books for the College Bound (YALSA, 1<sup>st</sup> Ed 1996, 2<sup>nd</sup> Ed 2006)
  - Reading Lists for College Bound Students (Macmillan, 1993)
  - New York Public Library's Books of the Century (Oxford University Press, 1996)
  - Good Fiction Guide (Oxford University Press, 2001)
- "Best Books" lists from the Web, such as:
  - Modern Library's 100 Best Novels of the 20<sup>th</sup> Century:  
<http://www.randomhouse.com/modernlibrary/100bestnovels.html>
  - Radcliffe's List, as a response to the Modern Library List:  
<http://www.randomhouse.com/modernlibrary/100rivallist.html>
  - Boston Public Library's 100 Most Influential Books of the Century:  
<http://www.bpl.org/research/AdultBooklists/influential.htm>
  - Time Magazine's All-Time 100 Novels:  
[http://www.time.com/time/2005/100books/the\\_complete\\_list.html](http://www.time.com/time/2005/100books/the_complete_list.html)
  - Hungry Mind Review's 100 Best 20<sup>th</sup> Century Books:  
<http://www.bookspot.com/listhungry100.htm>
  - Great Books Index: <http://books.mirror.org/gb.home.html>
  - The Guardian's Top 100 Books of All Time:  
<http://books.guardian.co.uk/news/articles/0,6109,711520,00.html>

**Marketing the Long Tail:**

- Displays – end caps, circulation desk, entry area, meeting room
- Book talks and community outreach
- Browser guides, booklists, pathfinders
- Personal book shopper service (Readers' Advisory services)
- ILL promotion
- Newsletters, newspaper columns, Web sites