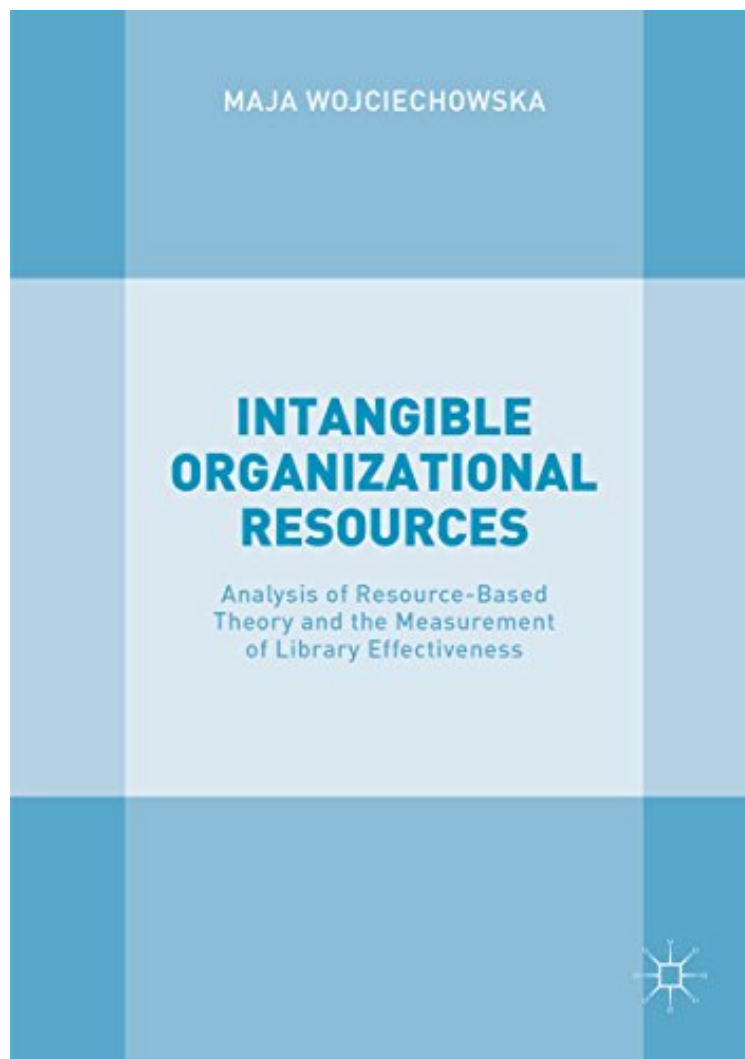


(Ebook pdf) Intangible Organizational Resources: Analysis of Resource-Based Theory and the Measurement of Library Effectiveness

Intangible Organizational Resources: Analysis of Resource-Based Theory and the Measurement of Library Effectiveness

Maja Wojciechowska

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About the Author Maja Wojciechowska is a Professor at University of Gdansk, Poland. Her research interests revolve around the organization and management of libraries, library marketing, and the promotion of reading and knowledge management in various institutions. Maja is a member of the IFLA Management and Marketing group, on the Advisory Board for the Polish Librarians' Association and is Editor-in-Chief of the Polish journal *Library Management*. Since 2007 she has been the Chairman and of the 'Management and Organization of Libraries' conference.