

2005

2005 Charleston Conference -- 25th Annual Issues in Book and Serial Acquisition

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mand function as a component of reference service. This would lessen the need for ILL services, which are slower and much more costly. If funds are set aside for document delivery services and for the purchase of books on a "rush" basis, then interlibrary loan staff can spend time with more difficult requests, finding ways to shorten the turnaround time on these hard-to-find items. **Hulsey** demonstrates the success of this approach in a public library setting in his article entitled, "Purchase-On-Demand: A Better Customer Service Model." There is no reason why this model would not work in an academic setting also.

Many initiatives currently underway in academic libraries across the country attempt to make library online catalogs more like **amazon.com**. The aspects of **amazon.com** and other online bookstores that would make an online catalog a more responsive tool may also make the purchase-on-demand model a highly viable service for academic libraries. Purchase-on-demand is not a new concept. **Nora Rawlinson's** *Library Journal* classic entitled "Give 'Em What They Want" showed it to be a useful collection development model over twenty years ago. If patrons knew then what they wanted, certainly they do still. 

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2005 Charleston Conference — 25th Annual Issues in Book and Serial Acquisition

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