REFERENCE EXTRACT

“Obligations and Opportunities”

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Outline:
What?
Why?
• Who is the Buyer?
• What’s the Compelling Reason to Buy?
• What’s the Sustainable Competitive Advantage?
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Librarians Providing Patrons Answers
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<td>Communication and behavior of whales / edited by Roger Payne.</td>
<td>1983</td>
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<td>Moon Library Books Call Number: QL737.C4 C58 1983 Status: Available</td>
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<td>Audubon Society field guide to North American fishes, whales, and dolphins / Herbert T. Boschung, Jr. ... [et al.].</td>
<td>c1983, 1986 printing</td>
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<td>Field guide to the whales, porpoises, and seals of the Gulf of Maine and eastern Canada: Cape Cod to Newfoundland / Steven K. Katona, Valerie Rough, David T. Richardson ; illustrations by John R. Quinn, D.D. Tyler, and Sara Landry.</td>
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<td>Sierra Club handbook of whales and dolphins / Stephen Leatherwood and Randall R. Reeves ; paintings by Larry Foster.</td>
<td>c1983</td>
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<td>Moon Library Books Call Number: QL737.C4 L33 1983 Status: Available</td>
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<td>Biological observations on Mesoplodon carlhubbsi (Cetacea, Tursiops) / John C. Mesh &amp; William A. Wallace.</td>
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| 1 |           | **Whale - Wikipedia, the free encyclopedia**  
Whales are marine mammals which are neither dolphins (i.e. members of the families Delphinidae or Platanistidae) nor porpoises. ...  
en.wikipedia.org/wiki/Whale - 72k - Cached - Similar pages |
| 2 |           | **ZOOM WHALES - Enchanted Learning Software**  
Cetaceans are the group of mammals that includes the whales, dolphins, ... Whale calves can swim at or soon after birth. Mother whales care for their young ...  
www.enchantedlearning.com/subjects/whales/ - 3k - Cached - Similar pages |
| 3 |           | **Whales - What is a Whale? - Enchanted Learning Software**  
Whales are large aquatic mammals that breathe air through blowhole(s) into lungs (unlike fish which breathe using gills). They live their entire lives in ...  
www.enchantedlearning.com/subjects/whales/allabout/ - 29k - Cached - Similar pages |

Moon Library Books  
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Biological observations on Mesoplodon carlhubbsi (Cetacea,  
Tubulirostridae) by John G. McIvor, William A. Waller, and William A. Williams  
1983  
ESF  

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Search Engine (Find)

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“Now that is an interesting idea. Quality instead of quantity. Of course, we have to ask ourselves, what took librarians ten years to realize that? I do note that being a librarian is kind of a ‘slow’ profession, but still... it's not like we couldn't have collected high quality links a long time ago...”
“And libraries? They hire library school graduates. In case the penny hasn’t dropped, let’s do the comparison in our heads. On the one hand, we have the best engineers and programmers in the country, and on the other hand we have…library school graduates. Unless the ALA can lobby successfully for some anti-competitive labor standards favoring librarians, I don’t see how libraries are going to compete.”

-The Annoyed Librarian
“Librarians should just relax, because they’re not going to reinvent anything. They never have. They never will. That’s not what libraries are for, but a lot of librarians like to get all hot and bothered that they can’t compete in a field they never entered in the first place.”

-The Annoyed Librarian
• Who is the Buyer?

• What’s the Compelling Reason to Buy?

• What’s the Sustainable Competitive Advantage?
• Venture Capitalists
• Search Engine Companies
• Scholars
• Foundations
• CIO’s
• Bloggers
• Entrepreneurs
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