

Abstract

The aim of this work is to analyse an additional and extra services of libraries and their importance for attendance and financial benefits. Theoretical part describes marketing and its benefits for libraries, definition of a public library and services, brief analysis of financing libraries and analysis of some additional and extra services offered by Czech and foreign libraries. Practical part is devoted to analysis of history and the current situation in Tabor City Library and services it offers. There is also a research included in this section questioning whether readers know and use an additional and extra library services.

This work presents analysis whether or not medium public library in the area of services meets reader's needs and also summary of additional and extra library services offered by Czech and foreign libraries.

Keywords

Marketing of library and information services

Public library services

Additional services

Extra services

Financing of libraries