Libraries and the Mobile Web (Library Technology Reports: Expert Guides to Library Systems)

Cody Hanson

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In 2011, cell phones and mobile devices are ubiquitous. The vast majority of Americans now own cell phones, and over half of them have mobile access to the Internet through a phone or other mobile device. For libraries to stay relevant, they must be able to offer content and services through the mobile web.

In this issue of *Library Technology Reports*, Cody Hanson provides a foundation for moving your library into the mobile world. He provides a data-based, comprehensive explanation of why now is the time to get mobile, and gives you the information you need to get started, including what mobile devices are on the market, strategies for launching and implementing a mobile presence, and the problems librarians are most likely to encounter in their endeavor.

In this issue, you ll learn about:

- The current state of the mobile web and why it s so crucial for libraries to get involved
- Strategies for launching and implementing a mobile web site or application
- Examples of successful mobile web presences that have been created by different libraries
- Common problems and struggles with implementing and maintaining a mobile presence

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