

Special Issue on Marketing of Information Products and Services

Editorial	3
ON Chaddha	
Developing a Customer-Focus Approach to Marketing of Library and Information Services	5
Dinesh K Gupta, Ashok Jambhekar	
Marketing-A Critical Policy for Today's Information Centre	15
S Ganguly, Debal C Kar	
E-Mail as a Marketing Tool for Information Products and Services	27
M Natarajan	
Barriers to Marketing of Information Products and Services in Libraries	35
G Mahesh	
INFORMATION TECHNOLOGY EVENTS	39
Conference on History and Heritage of Scientific and Technical Information Systems	
Congress of SIBMAS	
CRIS 2002	
ECDL 2002	
LOEX-of-the-West 2002	
PIUG 2002	
INFORMATION TECHNOLOGY SCAN	42
Cobra LS 1900 Series	
HP PSC 950	
Skorydov's PC Slate	
HP Deskjet 995c	
InFocus LS110	
ScanSoft's OmniForm Premium 5.0	
Pioneer's PVR-9000	
Web-Edit	
CURRENT LITERATURE SURVEY	45
BOOK REVIEW	48