



## Librarians as experts in marketing

**Federica Napolitani**

Editor in Chief

Istituto Superiore di Sanità, Rome, Italy

Contact: federica.napolitani@iss.it

Dear EAHIL friends,

This December issue of *JEAHIL* focuses on “Marketing and impact of medical libraries”. Some years ago, these two concepts (marketing and impact) seemed more directly related to the buying and selling of goods, to commercial activities involving profits and losses, successes and failures rather than to the complex and ephemeral world of knowledge acquisition, to scientific research and public services.

The Oxford Dictionary defines marketing as “the activity of presenting, advertising and selling a company’s products or services in the best possible way”. What has this to do with medical libraries? A lot, actually. Marketing today has become essential in many areas, however it is particularly crucial to the professions that were mostly affected by the economic crisis and underwent the greatest changes.

Today, librarians and information specialists need to know both how to prove that their activity is effective, necessary and justifiable, and how to demonstrate that it has an important impact on patients, students or researchers; ultimately how this impact is positive and socially and ethically relevant.

Michelle Wake, member of the Editorial Board of the journal, is the editor of an extremely interesting monographic section published in this December issue. Michelle collected a number of excellent feature articles that will help all librarians in this difficult task. Her Preface will give us a glimpse on the different topics covered by the authors.

The 15th EAHIL Conference (Seville, 6-11 June 2016) is announced in the colourful central pages of this issue. Registration will open on the 1st of March 2016! Check all deadlines at <http://www.eahil2016.com> and be ready to share with our colleagues from Spain another joyful event.

In her Letter from the President, Marshall Dozier explains the procedures for the awarding of the annual EAHIL-EBSCO scholarships to attend conferences and workshops. She also presents a new scholarship in partnership with the Association for Health Information and Libraries in Africa (AHILA) and the EAHIL project grants.

These are opportunities not to be missed.

Oliver Obst, in his somehow provocative column on Emerging challenges, explains which is the last resort for librarians who are “the trustworthy people par excellence”. Danielle Babski keeps us informed on the news from the National Library of Medicine and Michael Eklund on the European Veterinary Libraries Group. Benoit Thirion and Letizia Sampaolo provide an extremely useful update on publications, products, future events.

On a more personal level, since this is the end of my first year as Editor in Chief (EiC) of *JEAHIL*, I first of all wish to thank again Sally Wood-Lamont, who has been the EiC of the journal (previously Newsletter)

for a long time. By working so close with her for many years I have gained the experience I am using today for keeping the journal alive.

I am so grateful to each of the members of the Editorial Board for their constant support and fantastic work. The current Editorial Board is shown below. Please do feel free to contact us, we would be delighted to hear from you.

### Composition of *JEAHIL* Editorial Board

- Federica Napolitani Cheyne, Rome, Italy (Editor in Chief)
- Petra Wallgren Björk, Stockholm, Sweden
- Gerhard Bissels, Bern Switzerland
- Fiona Brown, Edinburgh, Scotland, UK
- Katri Larmo, Helsinki, Finland
- Oliver Obst, Muenster, Germany
- Letizia Sampaolo, Rome, Italy
- Michelle Wake, London, UK.

### ***JEAHIL* next issues:**

<b>Issue</b>	<b>Theme</b>	<b>Deadline</b>
1 – March	No-theme	5 February
2 – June	Open science 1: Open access	5 May
3 – September	Memories from Seville Conference	5 August
4 – December	Open science 2: Research data	5 November

The two issues on Open science will be edited by Fiona Brown and Katri Larmo. Contact them if you wish to contribute with your paper: [f.brown@ed.ac.uk](mailto:f.brown@ed.ac.uk); [katri.larmo@helsinki.fi](mailto:katri.larmo@helsinki.fi)

Two awards for the best papers published in *JEAHIL* in 2015 will be announced on these pages in March: one of the two awards will be specifically assigned to the best Workshop report published in issue n 3, 2015 “Memories from the Edinburgh Workshop”.

*I wish you Season's greetings and a Happy New Year!*  
*Federica*