

## **Public Libraries Briefcase**

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# **The Business Book Club – Leveraging Brand to Connect to Your Business Community**

**By David Hanson**

Specialty Reference Services Coordinator  
Johnson County Library, Overland, KS

If you tell a business owner that you want him or her to read a book because it's a good idea, you may not get too far. Tell a business owner that another local business leader is reading a book to help make his or her business better - now you have a conversation. That is the point of creating a Business Book Club at the public library. It's a chance to leverage the well established library brand of books to connect with your business community. You can make it happen by connecting three key components: partners, convenience, and promotion & replication.

[Partners:HelpingCreatetheROI](#)

Business doesn't necessarily care about what librarians think are good books to read. We are not like our



David Hanson is the specialty reference services coordinator for the Johnson County Library, Overland, KS. He is a member of the BRASS Business Reference in Public Libraries Committee. He can be contacted at [handond@jocolibrary.org](mailto:handond@jocolibrary.org).