

کتابخانه های آینده و آینده‌ی کتابخانه‌ها



@ali.zackery



سخنران:

علی ذاکری

عضو هیئت علمی دانشگاه اصفهان

رئیس اندیشکده آینده پژوهی دانشگاه اصفهان

when in doubt
go to the
Library

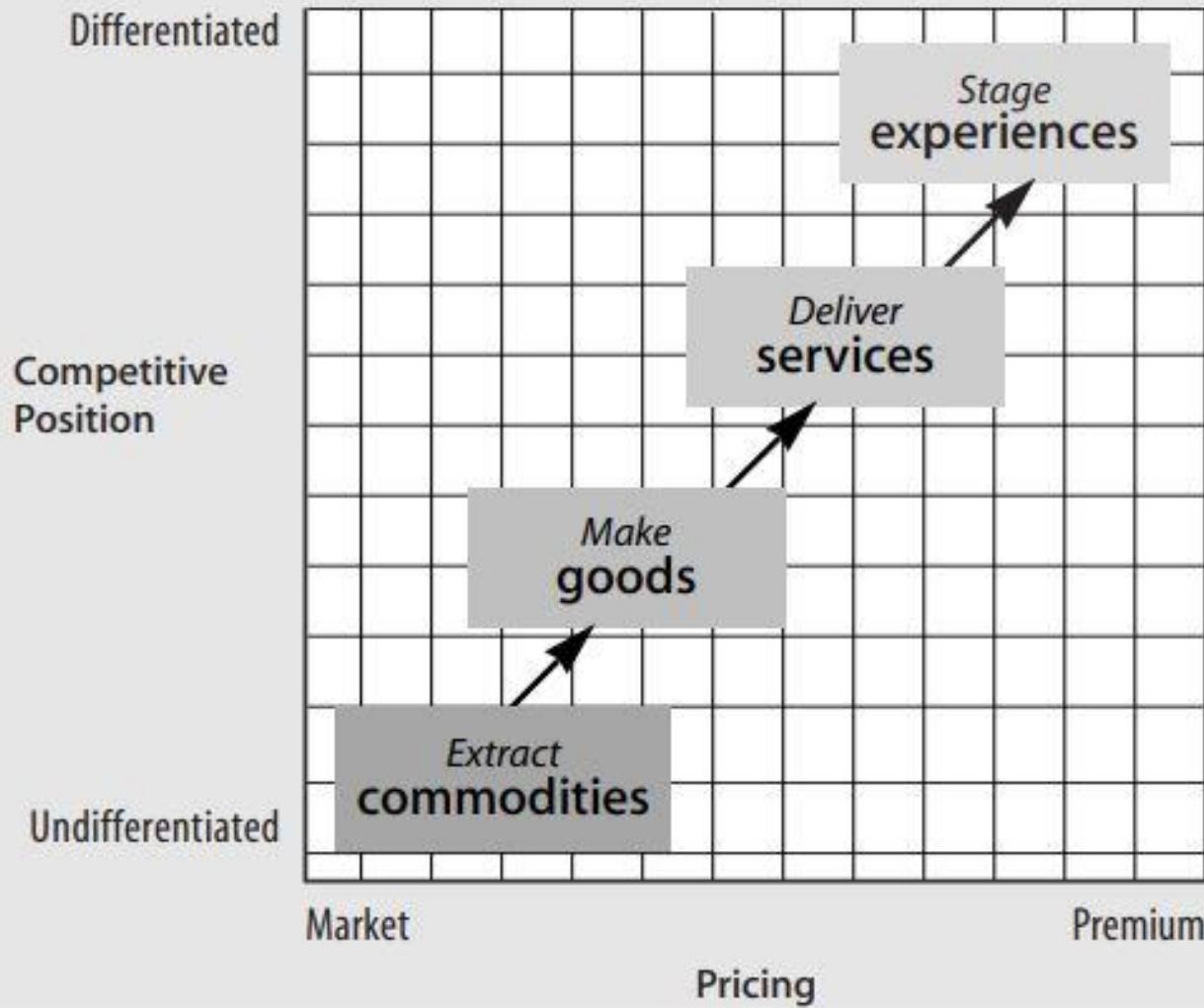


*As goods and services become commoditized,
the customer experiences that companies
create will matter most.*

WELCOME TO THE EXPERIENCE ECONOMY

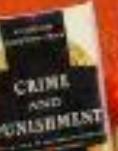
BY B. JOSEPH PINE II AND
JAMES H. GILMORE

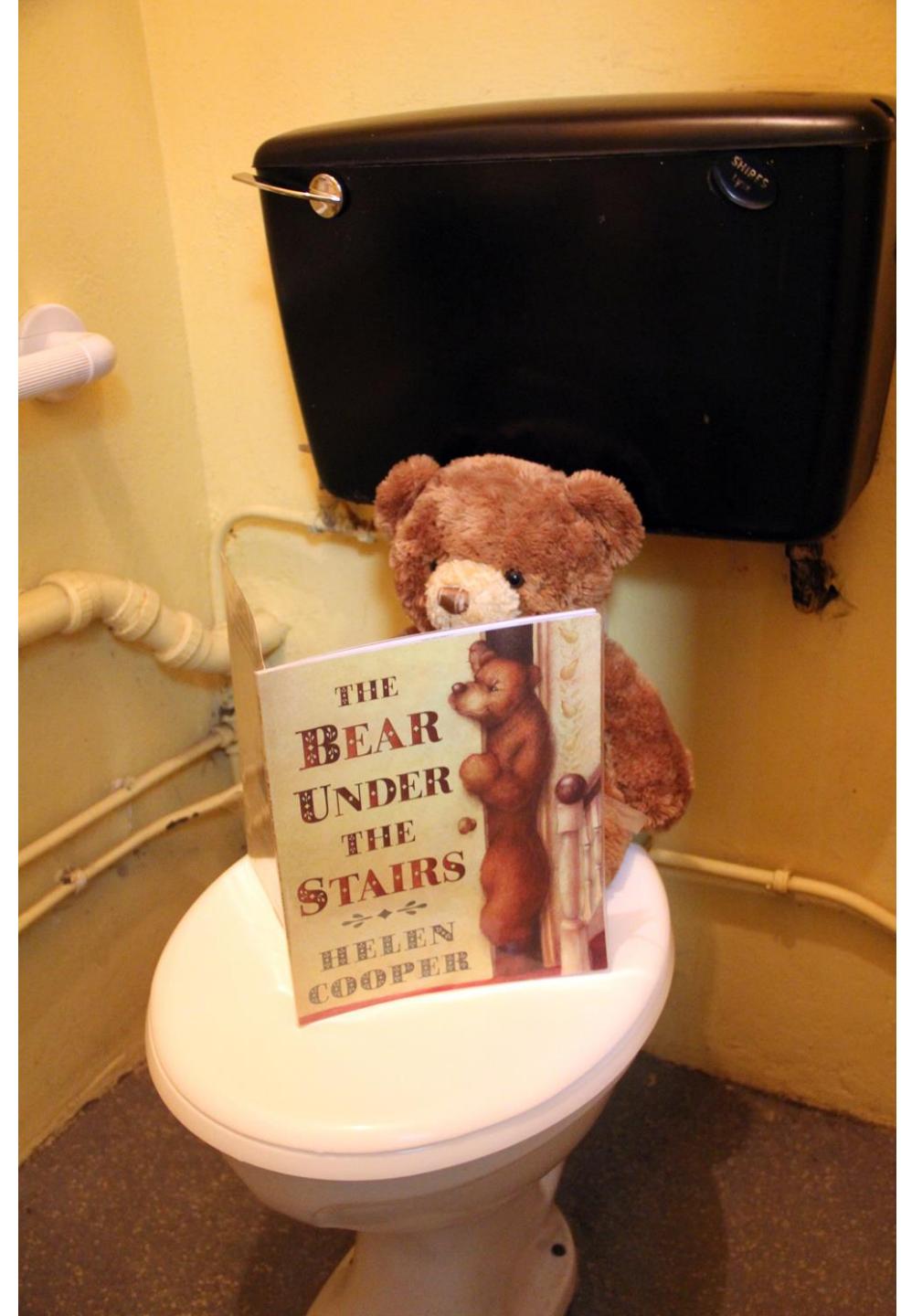
The Progression of Economic Value





Celebrating
75 years
NSW public libraries







NEW BOOK. NEW FRIENDS.

Please see the joy of reading. We require Libraries



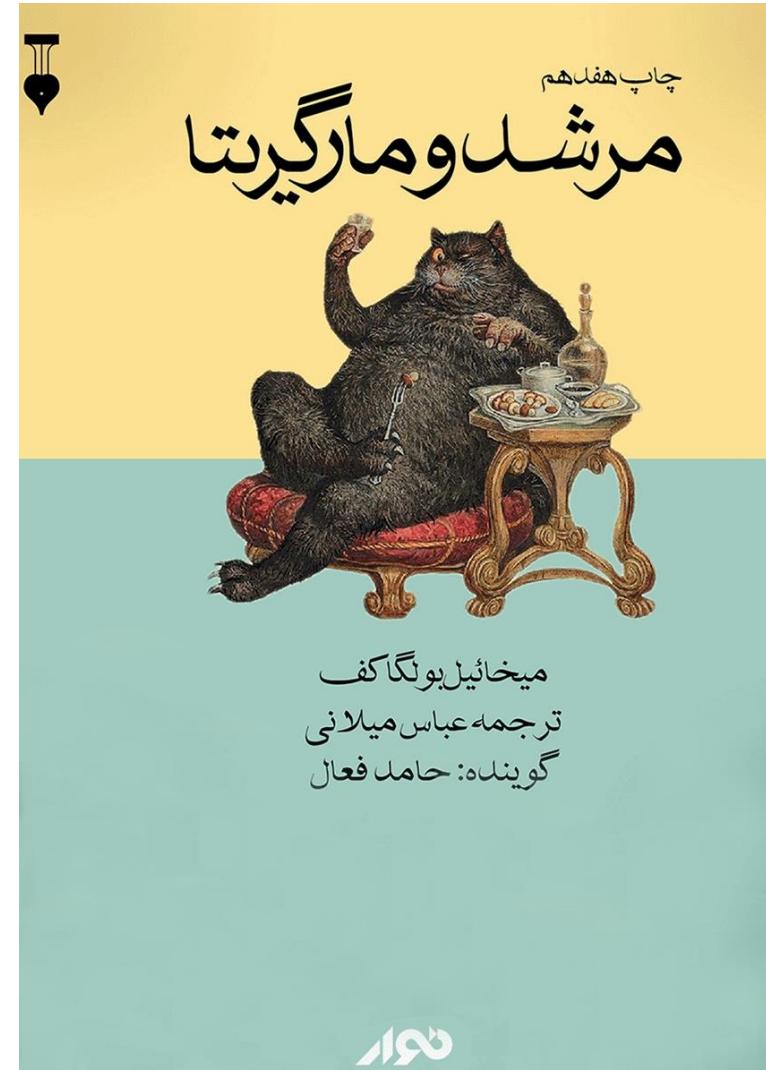
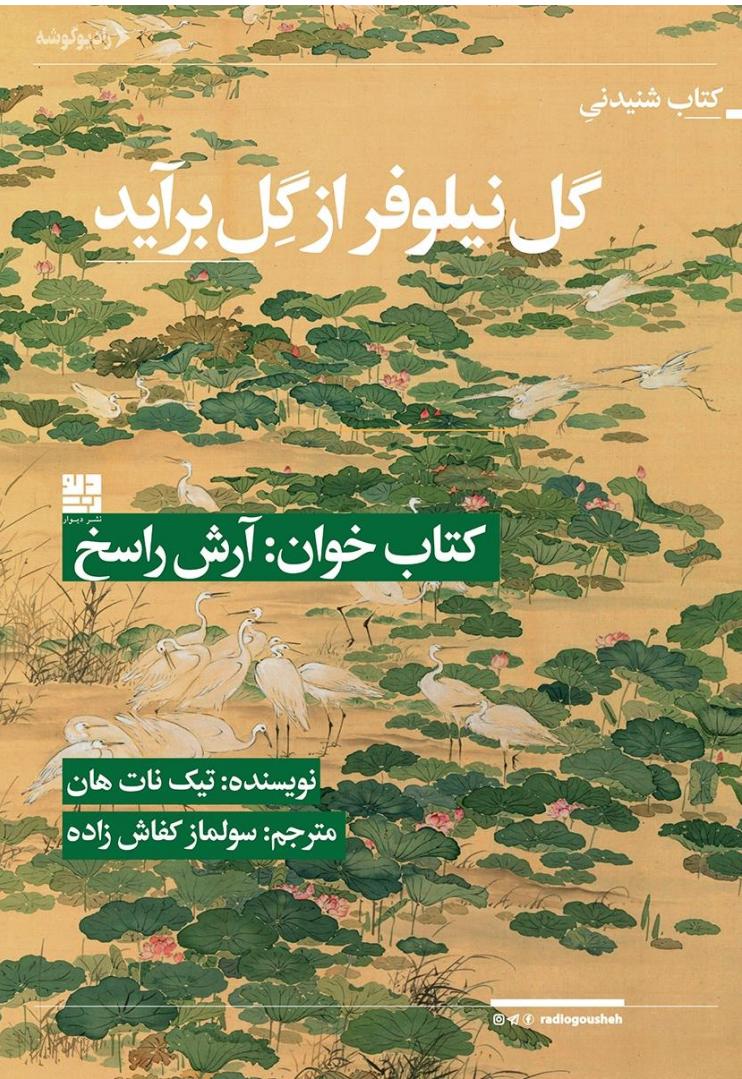
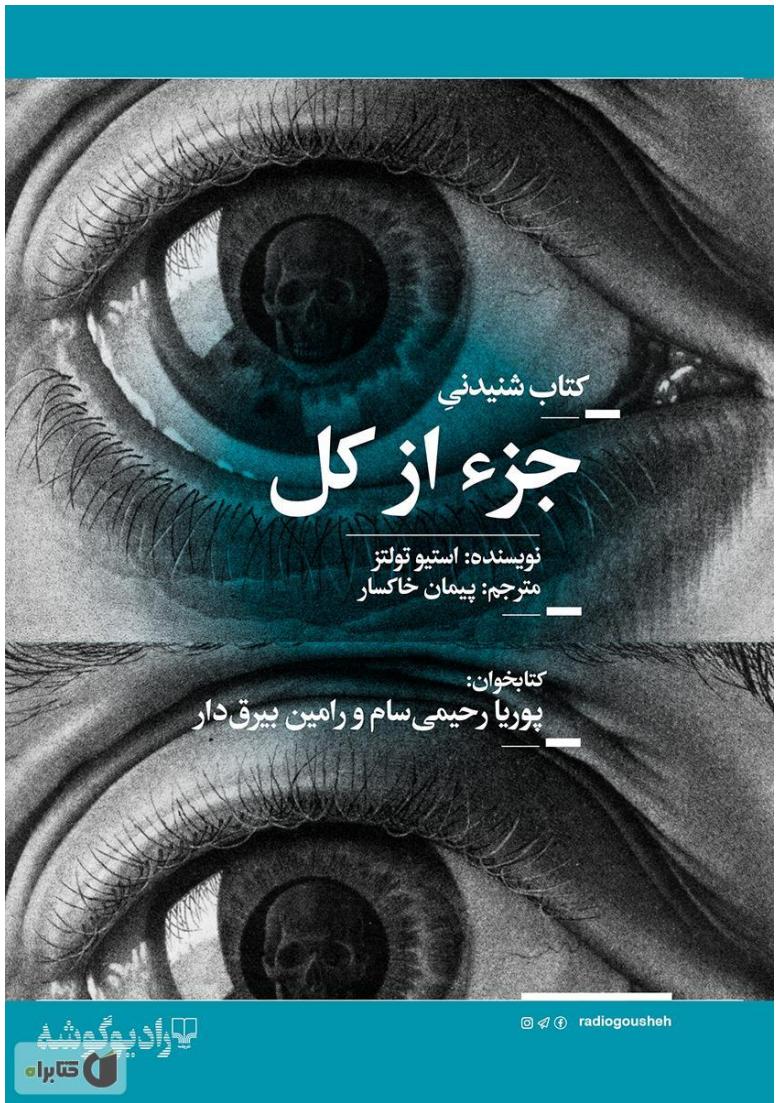
BOOKS ARE MORE THAN KNOWLEDGE.

YC
BE

Please see the joy of reading. We require Libraries







- 28% of the gross national product (GNP) in the United States is accounted for by persuasion



JOURNAL ARTICLE

One Quarter of GDP is Persuasion

Donald McCloskey and Arjo Klamer

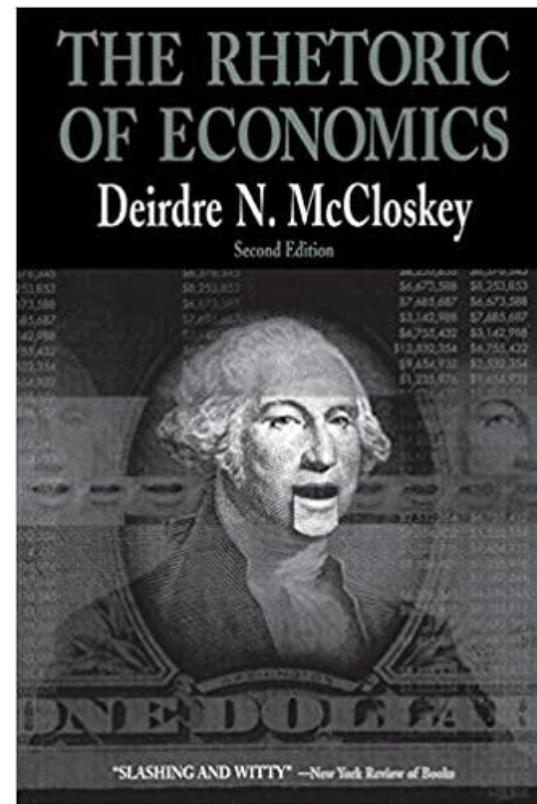
The American Economic Review

Vol. 85, No. 2, Papers and Proceedings of the
Hundredth and Seventh Annual Meeting of the
American Economic Association Washington, DC,
January 6-8, 1995 (May, 1995), pp. 191-195

Published by: [American Economic Association](#)

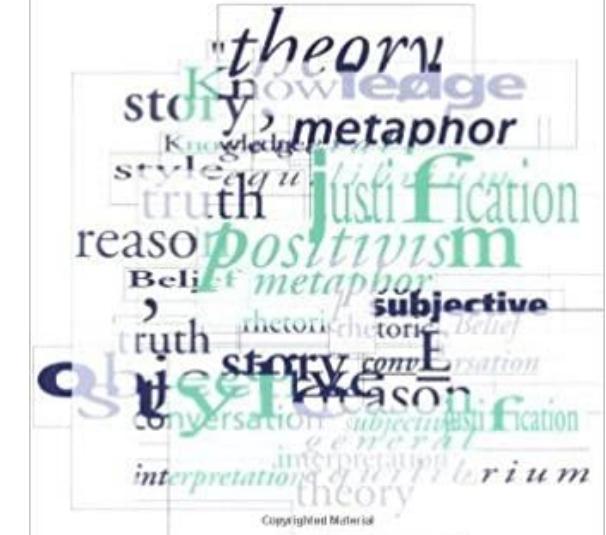
<https://www.jstor.org/stable/2117917>

Page Count: 5



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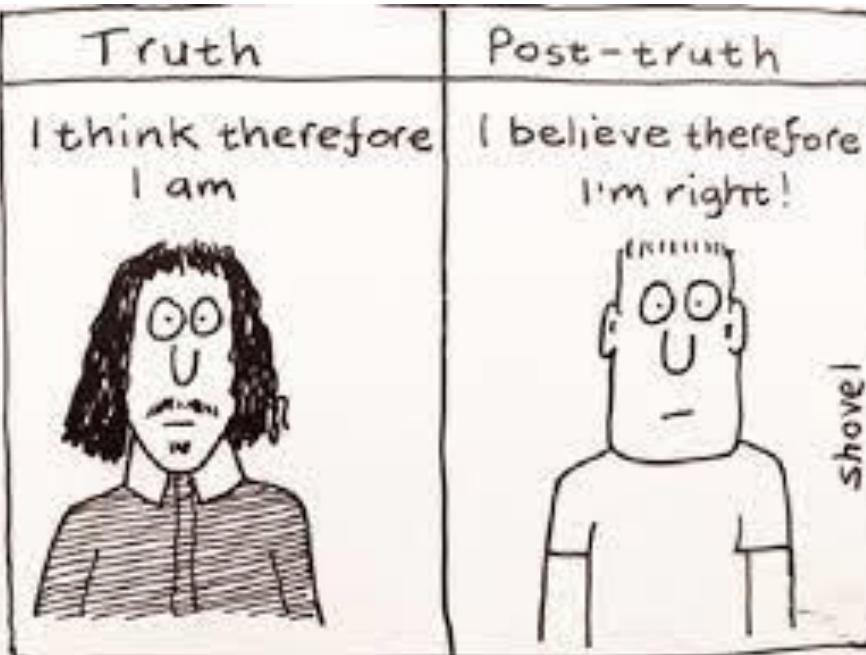
Deirdre N. McCloskey



THE
POST-
TRUTH
ERA

*Dishonesty and Deception
in Contemporary Life*

RALPH KEYES



Word of the Year 2016

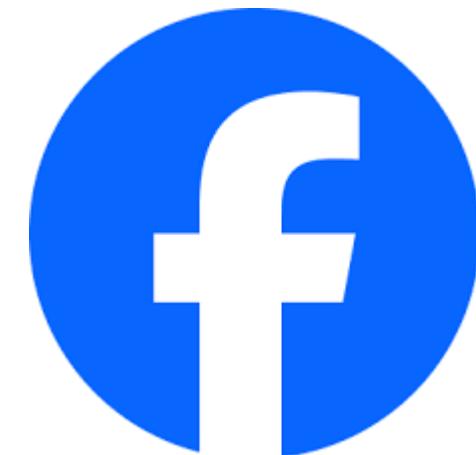
After much discussion, debate, and research, the Oxford Dictionaries Word of the Year 2016 is... ***post-truth***.

Post-truth is an adjective defined as 'relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief'.

سرانه‌ی مطالعه در کشور

رتبه‌بندی سرانه مطالعه کتاب، نشریات و... در برخی کشورهای جهان
در سال ۲۰۱۵

۱۱۲ دقیقه	هند
۹۲ دقیقه	ژاپن
۷۴ دقیقه	چین
۶۸ دقیقه	انگلیس
۶۷ دقیقه	فرانسه
۶۵ دقیقه	آمریکا
۶۱ دقیقه	روسیه
۵۸ دقیقه	سوئد
۵۰ دقیقه	ترکیه
۴۸ دقیقه	مالزی
۴۷ دقیقه	ایتالیا
....
۱۳ دقیقه	ایران



The Attention Economy

nngroup.com

NN/g



AZAR NAFISI

New York Times bestselling author of *Reading Lolita in Tehran*

READ DANGEROUSLY

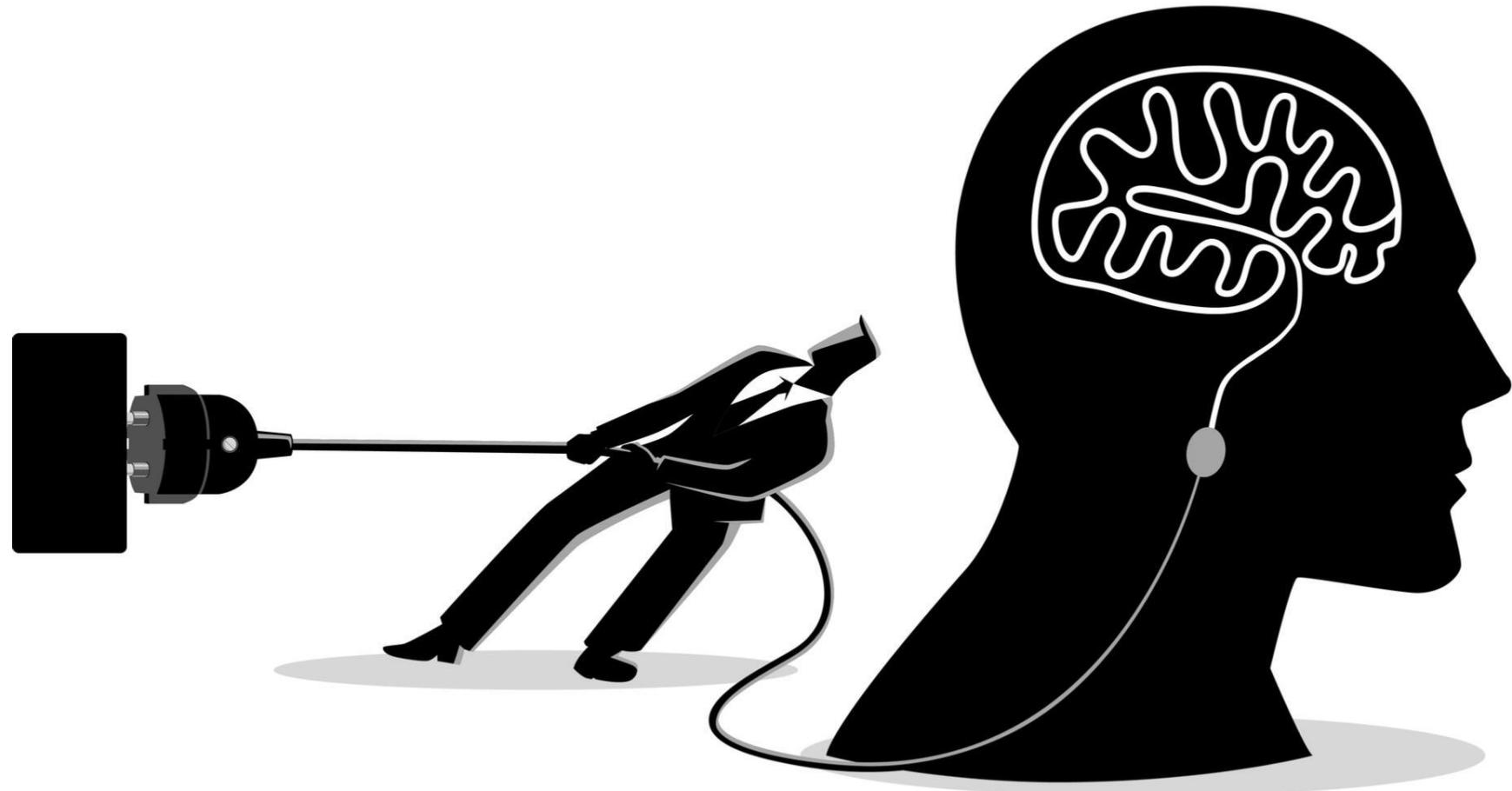
THE SUBVERSIVE POWER OF
LITERATURE IN TROUBLED TIMES



I disapprove of what you say, but will defend to
the death your right to say it.

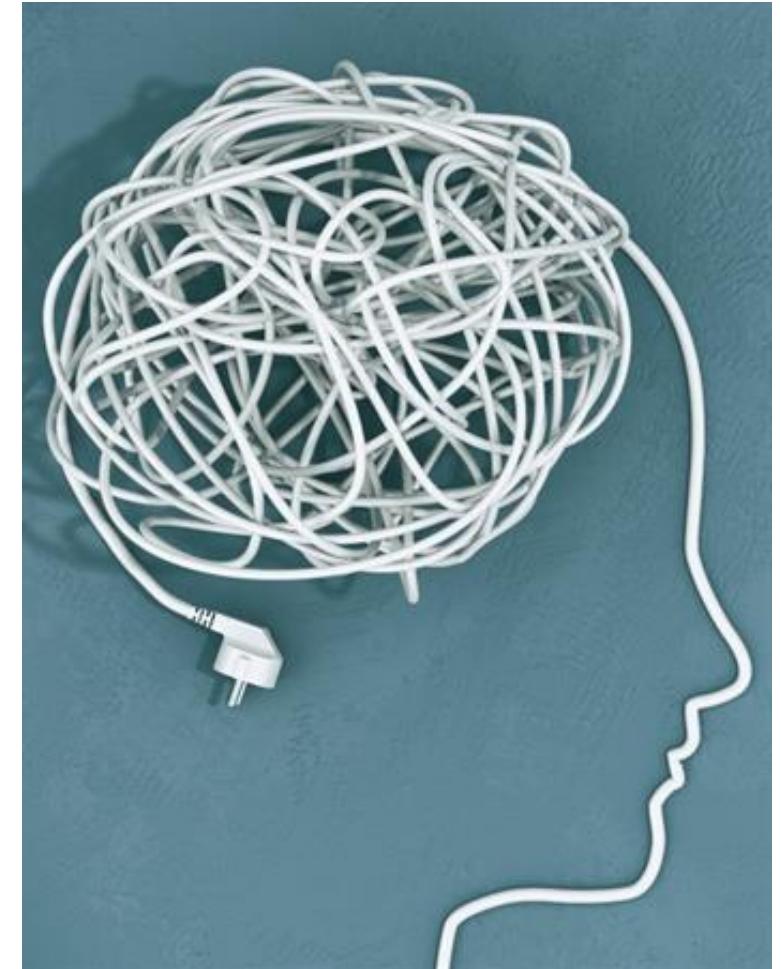
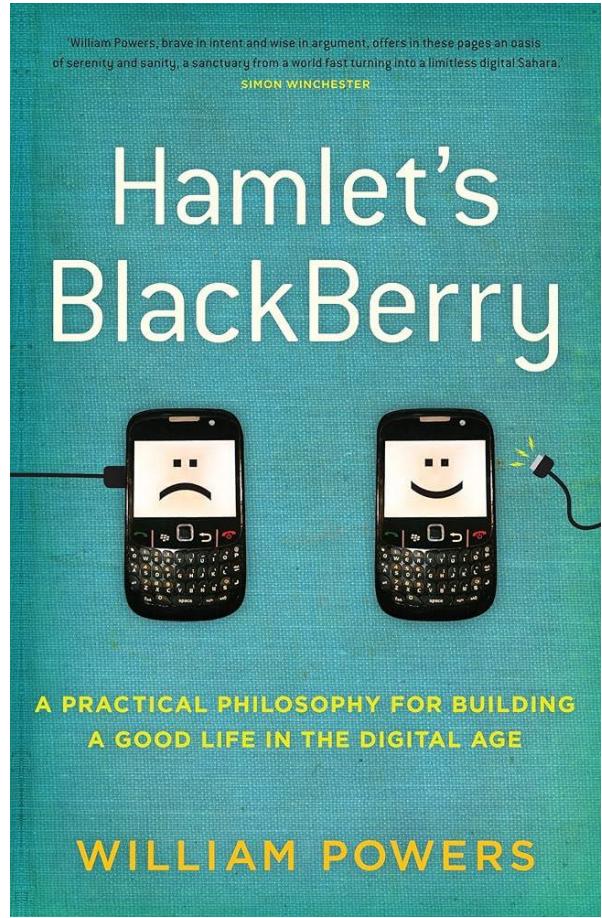
(Voltaire)

izquotes.com





Walden Zones





METAVERSE



Courtesy: Zhang Hui

TIME



Library as a community space





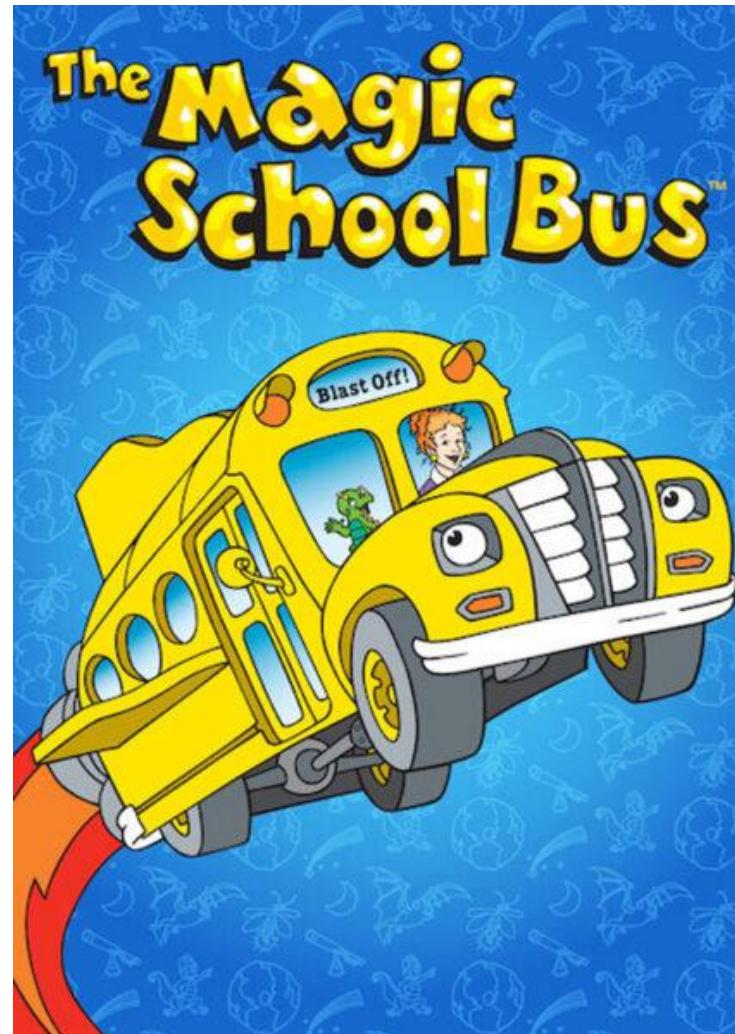
The Oodi, Helsinki's central library, sits close to the central station, music centre and museum of contemporary art.
Photograph: Subodh Agnihotri/Getty Images

“A mix of quiet and busy areas, you can work or hang out.”
City within the City

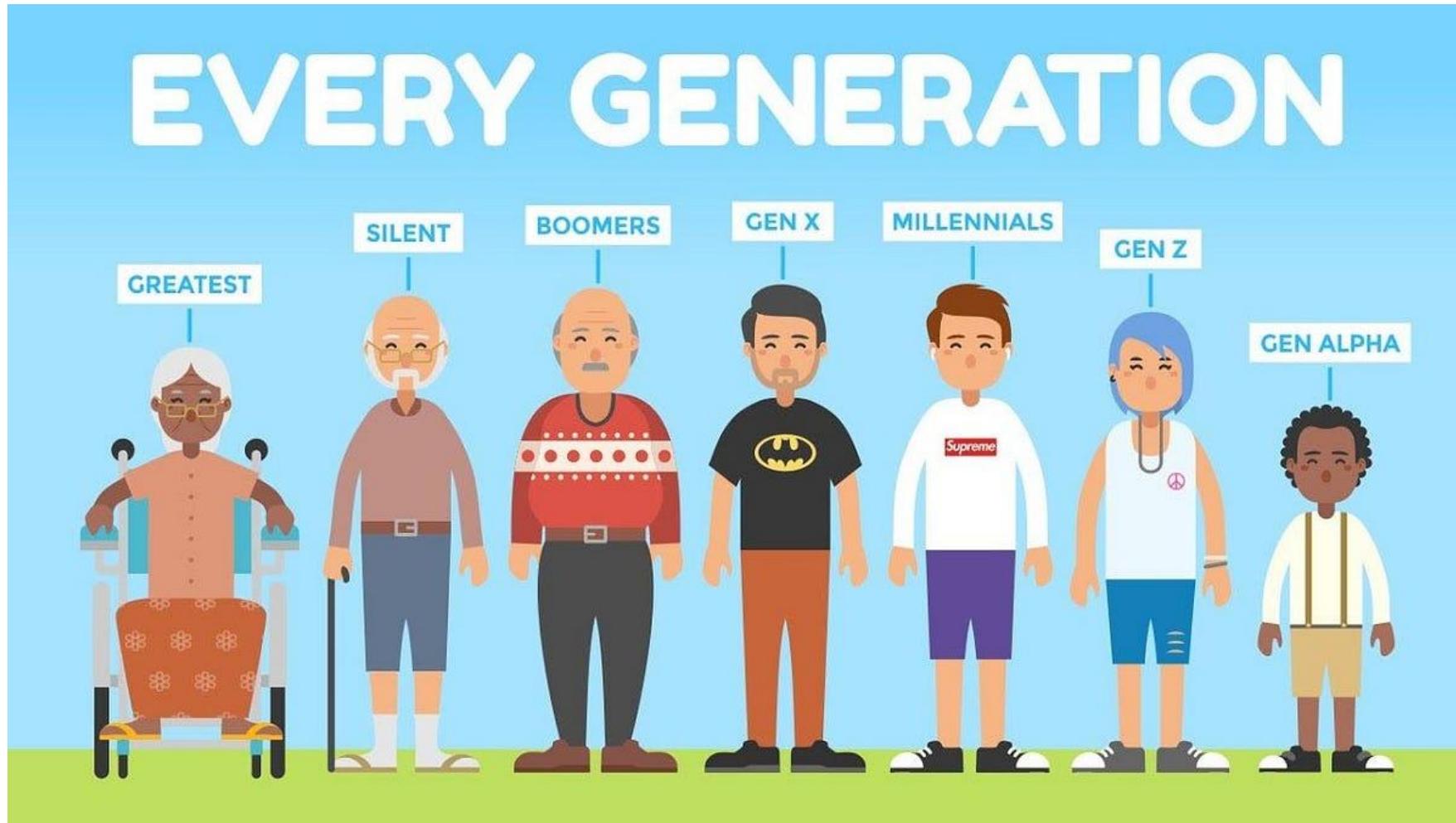
Library as a place to visit future



Library for experiential learning



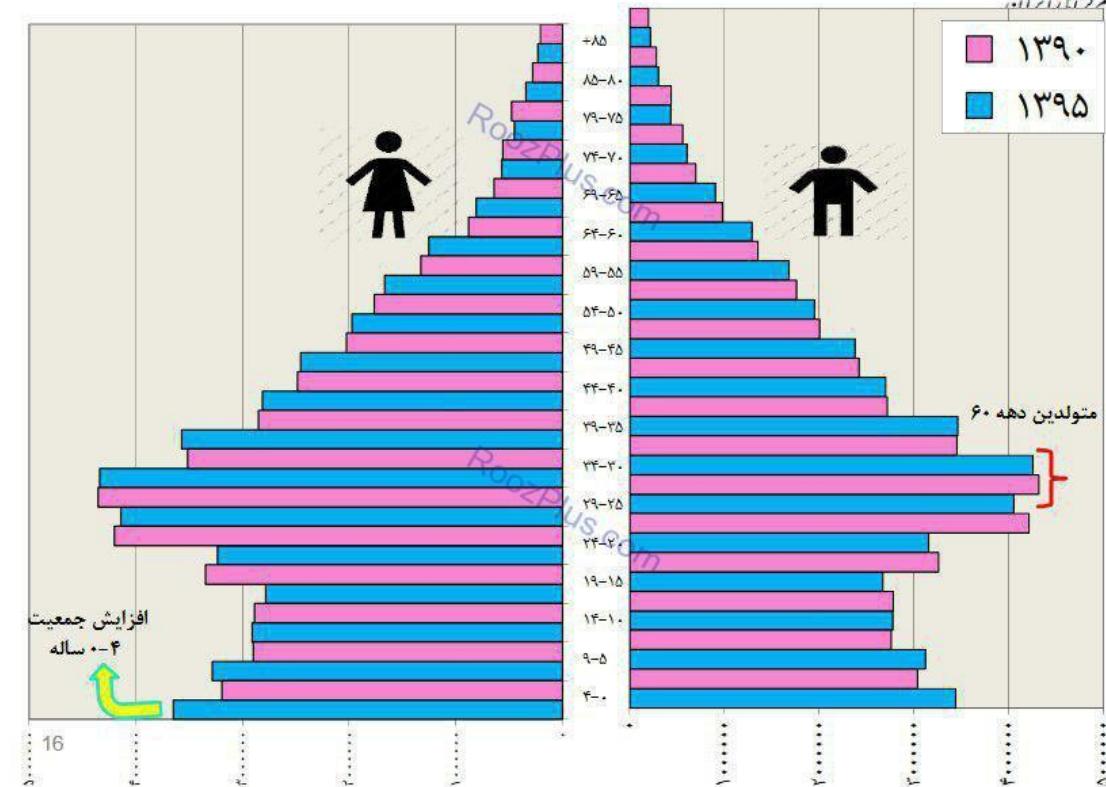
Inter-generational library



هرم جمعیتی کشور



هرم سنی جمعیت: ۹۵-۹۰-۱۳۹۰



A portrait photograph of Laura Bush, former First Lady of the United States. She has shoulder-length brown hair and is wearing a gold necklace and small gold hoop earrings. She is smiling at the camera.

I have found the most valuable thing
in my wallet is my library card.

— *Laura Bush* —

AZ QUOTES

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09144012480, 031-37934519



@ali.zackery



Thank
you

A gold-colored fountain pen nib is positioned at the end of the word "you", pointing towards the right. The nib is attached to a dark, striped pen body.