Why are there links to material purchasing at sites like Amazon.com?

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Applies to

- WorldCat.org

Answer

The purpose of providing opportunities to buy a work is twofold: First, to further promote libraries as a primary source of information and entertainment, enabling access to materials through a variety of channels—even retail, if a consumer sees it as the most attractive option. Second, the links benefit libraries by capturing the transaction of a convenience-minded user who has opted to purchase materials after seeking them in the context of libraries. This may be because an item is not owned, is currently in use by another library patron, or is not physically near their location.