## CHALLENGING ROLE OF LIBRARY AND INFORMATION PROFESSION IN THE INTERNET ERA

by

Gopalakrishnan S\*

## **ABSTRACT**

The global shift in acquiring, storing, and disseminating the information in Internet era, made a substantial change in the work environment of library and information professionals. In this paper attempt has been made to elucidate the strategies to be adopted to be successful in the present context.

\* Assistant University Librarian, Anna University Library, Chennai.