Abstract
This academic-investigative work looks for displaying a new way to create sensitivity and to educate in the field of the service management and information marketing useful not only for the work of teaching, but also for the work of personnel management and the education of users in libraries, starting off from the fact that, for a good management and marketing of modern organizations, it is necessary to consider the interrelation between the knowledge acquired socially, the common sense and the theoretical-practical concepts, for which, the proverb and sayings, given their universality, can carry out a very important function.

Keywords
Service management, Information marketing, Knowledge management, User formation, Academic teaching, Proverb and sayings