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Soggetti	Libraries - Public relations Libraries - Marketing Advertising - Libraries Public services (Libraries) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 123-146) and index.
Nota di contenuto	The primacy of customer service and other basics -- Doing the groundwork : marketing -- Publicity : the tangibles -- Public relations : the personal touch -- Advocacy : putting it all together.
Sommario/riassunto	Recent law, corporate, and even public library closings are the sad confirmation that libraries are no longer a given. Despite the fact that librarians bring unique value to their communities and organizations, too often their work goes on under the radar. The benefits provided by information professionals are invisible and taken for granted as Internet search engines replace real experts. It's time to assert your value and the value of the resources you marshal. Step from behind the desk or computer to make your community aware of just how indispensable your services are. Here are all the too