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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 and index.
Nota di contenuto	Contents; Introduction; Chapter 1 - Why Bookstores Are So Appealing; Chapter 2 - Comparing Libraries and Bookstores; Chapter 3 - Focusing on the Bottom Line; Chapter 4 - Valuing Customer Service; Chapter 5 - Identifying Customer Needs; Chapter 6 - When the System Crashes; Chapter 7 - One Library, One Goal; Chapter 8 - What's All This about Ambience?; Chapter 9 - The Art of Display; Chapter 10 - Finding Their Way; Chapter 11 - Marketing Our Wares; Chapter 12 - Creating Promotional Materials; Chapter 13 - Serving the Library's E-patrons; Chapter 14 - Generating Publicity for the Library Chapter 15 - Food and Drink in the Library Chapter 16 - Finding the Time and the Money; Conclusion; Index;
Sommario/riassunto	Aiming to help libraries market their services using low-cost or no-cost techniques, Woodward shares practical lessons for any library's revitalization inspired by the success of mega bookstores. Bookstores focus on the customer, and libraries need to take a page from their book.