

1. Record Nr.	UNINA9910455384703321
Autore	Mathews Brian (Brian Scott)
Titolo	Marketing today's academic library [[electronic resource] ] : a bold new approach to communicating with students // Brian Mathews
Pubbl/distr/stampa	Chicago, : American Library Association, 2009
ISBN	1-283-21270-6 9786613212702 0-8389-9154-8 0-8389-9715-5
Descrizione fisica	1 online resource (191 p.)
Disciplina	021.7
Soggetti	Academic libraries - Marketing Academic libraries - Public relations Libraries and students Advertising - 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 and index.
Nota di contenuto	Do libraries need to advertise? -- Defining the user -- Student need states -- The library as product -- Conducting marketing research -- Building relationships -- Developing brand strategies -- Promotional building blocks -- Designing messages -- Measuring the impact -- Putting it all together.
Sommario/riassunto	Written in a concise and engaging manner that speaks to popular anxiety points about new marketing techniques, this book is filled with tips and strategies that academic librarians can use to communicate with students, surpassing their expectations of their library experience.