

1. Record Nr.	UNINA9910456971303321
Autore	Dowd Nancy <1956->
Titolo	Bite-sized marketing [[electronic resource]] : realistic solutions for the overworked librarian / / Nancy Dowd, Mary Evangeliste, & Jonathan Silberman
Pubbl/distr/stampa	Chicago, : American Library Association, 2010
ISBN	1-283-09352-9 9786613093523 0-8389-9734-1
Descrizione fisica	1 online resource (153 p.)
Altri autori (Persone)	EvangelisteMary SilbermanJonathan <1982->
Disciplina	021.7
Soggetti	Libraries - Marketing Libraries - Public relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Word-of-mouth marketing -- Bring your library to life with a story -- How to market electronic resources -- Public relations 101 -- Outreach -- Advocacy -- The new marketing tools -- Design -- Branding -- Marketing best practices.
Sommario/riassunto	Filled with contemporary marketing ideas, and structured to quickly impart simple and cost-effective ideas for marketing your library.