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Titolo	The accidental library marketer [[electronic resource] /] / Kathy Dempsey
Pubbl/distr/stampa	Medford, N.J., : Information Today, c2009
ISBN	1-283-23891-8 9786613238917 1-57387-919-3
Descrizione fisica	1 online resource (xvi, 313 p.)
Classificazione	32.28 20.08.04
Disciplina	021.7
Soggetti	Libraries - Marketing Libraries - Public relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	How and why people become accidental marketers -- Starting with the basics of communication -- Assessing your current situation -- Using demographic, geographic, and census data -- What marketing experts think is most important -- Getting administrators, managers, and staff to buy in -- Making evidence-based decisions with administrators -- Don't shy away from statistics -- Understanding the cycle of true marketing -- Writing your formal plans -- Basic rules for producing good promotional materials -- Getting the message out -- Using your website for public relations and outreach -- Finally, the fun stuff.
Sommario/riassunto	"The Accidental Library Marketer fills a need for library professionals and paraprofessionals who find themselves in an awkward position: they need to promote their libraries and services in the age of the internet, but they've never been taught how to do it effectively. This results-oriented A-to-Z guide by Kathy Dempsey--long-time editor of the Marketing Library Services newsletter--reveals the missing link between the everyday promotion librarians actually do and the "real marketing" that's guaranteed to assure funding, excite users, and build stronger community relationships. Combining real-life examples,

expert advice, and checklists in a reader-friendly style, *The Accidental Library Marketer* is the complete how-to resource for successful library marketing and promotion."--Cover.

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