1. Record Nr. UNINA9910464702303321 Marketing library and information services . II: a global outlook // **Titolo** edited by Dinesh K. Gupta, Christie Koontz and Angels Massisimo Pubbl/distr/stampa Berlin; ; Boston:,: De Gruyter Saur,, [2013] ©2013 **ISBN** 3-11-028104-X Descrizione fisica 1 online resource (424 p.) Collana IFLA publications;; 159 Altri autori (Persone) GuptaDinesh K KoontzChristie MassisimoAngels Disciplina 021.7 Soggetti Information services - Marketing Libraries - Marketing 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. Nota di contenuto Front matter -- Contents -- Preface -- SECTION 1. MARKETING CONCEPTS -- Marketing Library and Information Services: Connecting from the Past to the Future / Gupta, Dinesh K. / Koontz, Christie / Massisimo, Angels -- Changing Marketing Concepts: Contemporary Theories and Paradigms in Services Marketing / Broady-Preston, Judith -- Gaining Customer Loyalty: the Ultimate in Marketing / Kaur, Kiran --Branding Libraries: the Challenges and Opportunities / Rowley, Jennifer

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With contributions from library and information professionals (practitioners, researchers, faculty members, consultants, and others), Marketing Library and Information Services: A Global Outlook highlights a variety of exemplary LIS marketing practices and efforts from around the globe. The following broad topics are explored: changing marketing concepts; marketing library and information services in different countries; marketing library and information services in different kind of libraries; web-based LIS marketing, etc.