

1. Record Nr.	UNINA9910464780603321
Titolo	Marketing library and information services [[electronic resource]] : international perspectives // edited on behalf of IFLA by Dinesh K. Gupta ... [et al.]
Pubbl/distr/stampa	Munchen, : K. G. Saur, 2006
ISBN	1-283-40341-2 9786613403414 3-598-44019-7
Descrizione fisica	1 online resource (435 p.)
Altri autori (Persone)	GuptaDinesh K
Disciplina	021.7
Soggetti	Libraries - Marketing Information services - Marketing Libraries - Public relations Information services - Public relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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Sommario/riassunto

The marketing of library services is an essential agenda item for almost all kinds of libraries all over the world. In this volume 47 experts from 20 countries address the issue through 40 articles. The bundling of dozens of contributions from a truly international group of librarians, presented in this book, provides a broad spectrum on the topic. This book will thus prove immensely useful, helping both working librarians and future librarians to understand vital issues relating to the marketing of library and information services at the local, national and international level.
