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Sommario/riassunto

"This book is a complete synthesis, a helpful resource for librarians and information professionals that develops four major strategies. The first focuses on understanding the environment and society, with organizational changes affecting cultural institutions (public or private), and the emergence of the library space. The second shows how management methods evolve within them (participatory approach, benevolence, empathy) with an emphasis on project management. The third strategy focuses on the integration of new library tools to better reach audiences. Finally, the fourth develops an essential and indispensable aspect of library marketing."