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Nota di contenuto	Putting the mission in mission statement -- Marketing, mission, and message -- Writing a mission statement -- Putting your statement to work -- Mission statements.
Sommario/riassunto	Designed to enliven and inspire staff and customers, the best mission statements energize organizations from restaurants to airlines. As tools in planning and marketing, they turn good ideas into action. In libraries, they are often missing in the communications strategy. Linda Wallace, an experienced library communications professional, explains why libraries need mission statements and offers strategies for writing and implementing an effective statement.