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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 133-140) and index.
Nota di contenuto	Planning your Web site -- Information architecture -- Internet marketing: promoting the library -- Digital reference collections and services -- Library catalogs and portals -- Licensed databases and electronic books -- Reader services -- Content for specific audiences -- Library websites: where do we go from here?
Sommario/riassunto	This patron-centered step-by-step guide is the foundation for creating either basic or advanced online library services, and integrating all aspects of library activities in the virtual world.