

1. Record Nr.	UNINA9910786210403321
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Titolo	Grassroots library advocacy [[electronic resource]] / Lauren Comito, Aliqae Geraci, Christian Zabriskie
Pubbl/distr/stampa	Chicago, Ill., : American Library Association, c2012
ISBN	0-8389-9499-7
Descrizione fisica	1 online resource (82 p.)
Collana	ALA Editions. Special Reports
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Disciplina	021.70973
Soggetti	Libraries - Public relations - United States Libraries and community - United States Library outreach programs - United States Libraries - Political aspects - United States Pressure groups - United States Community organization - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Contents; Introduction; Chapter 1: Getting Started; Chapter 2: Message and Visibility; Chapter 3: Navigating Relationships; Chapter 4: Putting Yourself Out There; Appendix; Index
Sommario/riassunto	This indispensable report goes beyond the "what-to-do" of library advocacy and explains how to do it right.