

1. Record Nr.	UNINA9910786686603321
Autore	Walters Suzanne
Titolo	Breakthrough branding : positioning your library to survive and thrive / / Suzanne Walters and Kent Jackson
Pubbl/distr/stampa	Chicago, Illinois : , : Neal-Schuman, , 2013 ©2013
ISBN	1-55570-867-6 1-55570-766-1
Descrizione fisica	1 online resource (218 p.)
Disciplina	021.7
Soggetti	Libraries - Marketing Branding (Marketing)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	contents; list of illustrations; preface; acknowledgments; Section 1: Branding; Chapter 1: What Is a Brand?; Chapter 2: Assessing Your Library Brand; Chapter 3: Developing Your Library Brand; Section 2: Positioning; Chapter 4: Defining a Positioning Strategy; Chapter 5: Understanding Segmentation; Chapter 6: Crafting a Desired Positioning Strategy; Section 3: Promotion; Chapter 7: Positioning and Marketing Strategies; Chapter 8: Promoting Your Brand; Chapter 9: Advocating for Libraries; about the authors; index
Sommario/riassunto	Breakthrough Branding: Positioning Your Library to Survive and Thrive shows how to mesh your library's brand deeply and seamlessly within your internal culture, to leverage and better position your brand for the audiences you serve, and develop and implement promotional strategies and tactics consistent with your objectives.