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### Sommario/riassunto

With contributions from library and information professionals (practitioners, researchers, faculty members, consultants, and others), Marketing Library and Information Services: A Global Outlook highlights a variety of exemplary LIS marketing practices and efforts from around the globe. The following broad topics are explored: changing marketing concepts; marketing library and information services in different countries; marketing library and information services in different kind of libraries; web-based LIS marketing, etc.

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