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| Altri autori (Persone)  | GuptaDinesh K<br>SavardRejean <1950->   |
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| Nota di contenuto       | The library 2.0 : origins of the concept, evolutions, perceptions and realities / Olivier Le Deuff -- Making Web 2.0 work for users and libraries / Tanja Mercun and Maja Zumer -- Le marketing des bibliotheques supplante par le web 2.0 : mythe ou realite? / Jean-Pierre Diouf -- Staying free from "corporate marketing machines" : library policy for Web 2.0 tools / Heather Lea Moulaison and Edward M. Corrado -- Innovation as a framework for adopting Web 2.0 marketing approaches / Lisa Janicke Hinchliffe and Rudy Leon -- Web 2.0 : de nouveaux usagers en bibliotheque? / Lionel Dujol -- Creating and using personas for library service in the Web 2.0 era : a case study of the Chinese Academy of Sciences / Li-Ping Ku -- The impact of CMR 2.0 in the library / Yamina Benhaouya -- How tangible is your library in the digital environment? : implications of social media marketing in reinventing communities' library experiences / Rajesh Singh -- La dimension participative du web 2.0 : un atout marketing pour la bibliotheque de l'Ecole Superieure de Banque d'Alger / Nadia Temmar |

-- Library marketing 2.0 : experiences of the ETH-Bibliothek with social media / Rudolf Mumenthaler -- Web 2.0 tools and the marketing of libraries : the case of Africa / Amadou Anta Samb -- Brazilian librarians and Twitter / Moreno Barros -- Marketing in a Web 2.0 world : a conference perspective / Christie Koontz.

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Sommario/riassunto

Marketing the 21st century library and information organization to its new age customers using Web 2.0 tools is a hot topic. These proceedings focus on the marketing applications and (non- technical) aspects of Web 2.0 in library and information set ups. The papers in English and French are exploring and discussing the following aspects: General concepts of Web 2.0 and marketing of library and information organizations; How libraries are adopting Web 2.0 marketing strategies; Marketing libraries to clients in using Web 2.0 tools; International trends and Interesting cases of marketing through

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