

1. Record Nr.	UNINA9910809148303321
Autore	Bizzle Ben
Titolo	Start a revolution : stop acting like a library
Pubbl/distr/stampa	[Place of publication not identified], : ALA Editions an imprint of the American Library Association, 2015
ISBN	0-8389-1282-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (208 pages)
Disciplina	021.70973
Soggetti	Libraries - Marketing - United States Libraries - Public relations - United States Public libraries - Information technology - United States Libraries and community - United States Public libraries - Arkansas Social Sciences Library & Information Science
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Intro -- Start a Revolution -- Cover -- Contents -- Foreward -- Acknowledgments -- Prelude. The Jonesboro Story -- Chapter 1. The Digital Library -- Chapter 2. Going Mobile -- Interlude. Crooked Valley Regional Library -- Chapter 3. Facebook -- Chapter 4. Facebook Advertising -- Chapter 5. Marketing in the "Real World -- Chapter 6. Making Pretty Pictures -- Chapter 7. Convincing the Decision Makers -- Chapter 8. Start Your Own Revolution -- Appendix A. Twitter -- Appendix B. Pinterest -- Appendix C. More Convincing the Decision Makers -- Index.
Sommario/riassunto	At the Craighead County Jonesboro Public Library in Arkansas, Bizzle and his colleagues defied common practices by using creative risk-taking in marketing and outreach to transform their library into a dynamic institution that continues to grow and thrive.