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Soggetti	Libraries - Marketing Libraries - Public relations
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Word-of-mouth marketing -- Bring your library to life with a story -- How to market electronic resources -- Public relations 101 -- Outreach -- Advocacy -- The new marketing tools -- Design -- Branding -- Marketing best practices.
Sommario/riassunto	Filled with contemporary marketing ideas, and structured to quickly impart simple and cost-effective ideas for marketing your library.