

1. Record Nr.	UNINA9910828535803321
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Titolo	A book sale how-to guide [[electronic resource] ] : more money, less stress // Pat Ditzler, JoAnn Dumas
Pubbl/distr/stampa	Chicago, : American Library Association, 2012
ISBN	1-280-12919-0 9786613533074 0-8389-9403-2
Edizione	[1st ed.]
Descrizione fisica	xiv, 97 p. : forms
Altri autori (Persone)	DumasJoAnn
Disciplina	025.1/1
Soggetti	Library fund raising Selling - Books Friends of the library Library fund raising - United States Friends of the library - United States Selling - Books - United States Libraries and community - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The main attraction -- Setting the scene -- Directing the show -- Casting call -- Production -- Ticket price -- Venue and promotion -- Showtime -- Box office receipts -- Encore! Encore!.
Sommario/riassunto	Book sale veterans Ditzler and Dumas point out specific ways to run a sale to ensure maximum financial benefit while building community support.