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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Making social media worth it : planning and implementation for a small institution / Kaela Casey, Laura Worden -- Library spaces : inspiration and collaboration / Susan Van Alstyne -- Events and extravaganzas at Cunningham Memorial Library / Karen Evans -- Librarians as event coordinators : building partnerships and engagement through user-centered programs / Joe Clark -- Digital engagement in delivering library services : a case study from the State Library of New South Wales / Kathryn Barwick, Mylee Joseph -- From idea to Instagram : how an academic library marketing committee created a character for the YouTube generation / Joyce Garczynski, Laksamee Putnam, Lisa Woznicki -- Promoting digital library services through workshops / Tracy C. Bergstrom, Alexander Papson -- It's the end of the world as we know it, or is it? : looking beyond the new librarianship paradigm / Rebecca Parker, Dana McKay -- Embedded librarians : case studies from Loyola University New Orleans / Teri Gallaway, Elizabeth Kelly, Brian Sullivan, Malia Willey -- Democratizing digital : the Highway 89 Digital Collection and the promise of inclusive online collaboration / Brad Cole, Clint Pumphrey, Liz Woolcott.

Sommario/riassunto

Volume 7 of the series *Creating the 21st-Century Academic Library* is focused on new approaches and initiatives in marketing the academic library, as well as the importance of outreach through partnerships and collaborations both internal and external to the library.
