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Autore	Rowley J. E
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Marketing -- The information marketplace -- Customers -- Information products and services -- Building customer relationships -- Branding and corporate identity -- Marketing communications -- Price and pricing policy -- Collecting marketing data -- Marketing strategy and planning.
Sommario/riassunto	In this fully revised second edition of Information Marketing Jenny Rowley explores the impact of globalization, digitization, connectivity and customization in the information marketplace. She introduces a number of new topics and a shift of emphasis which reflect both the changing nature of information services and also practical and theoretical perspectives on marketing. This book's unique perspective makes it essential reading for professionals in information services as well as students in information management, library and information studies, business information, marketing, e-commerce