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Autore	Kendrick Terry
Titolo	Developing strategic marketing plans that really work : a toolkit for public libraries // Terry Kendrick
Pubbl/distr/stampa	London : , : Facet, , 2006
ISBN	9781856049856 185604985X
Descrizione fisica	1 online resource (xii, 225 pages) : digital, PDF file(s)
Disciplina	025.1974
Soggetti	Public libraries - Marketing Public libraries - Public relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Jul 2018).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- 1: Strategic marketing planning for public libraries: an introduction. -- 2: Ambition as the basis for marketing planning -- 3: Making sense of the market for public library services -- 4: Creating segment-specific value propositions for users and non-users -- 5: Priorities: making sound choices -- 6: Clear objectives and winning strategies -- 7: Attention-grabbing marketing communications -- 8: Implementation and quick progress.
Sommario/riassunto	Many government and other reports stress the need to get public libraries back into the lives of potential users, and this requires significant marketing effort on the part of the libraries. However, it quickly becomes apparent to public librarians that marketing is far more than simply creating a set of leaflets, as part of a series of disconnected programmes throughout the authority. What they need is a simple, practical guide to an integrated marketing planning process, from initial goals to implementation of marketing strategies. And along the way they need to troubleshoot the barriers that such activities meet. This highly practical and down-to-earth book, with free, downloadable templates and forms on the web, will de-mystify the marketing planning process and set it in the context of modern public library services. Through a series of easy-to-implement process steps, the reader will see not just what is possible but what is likely to work quickly, and deliver real impact on performance indicators, in a public

library context. The book is structured as follows: ambition as the basis for marketing planning; making sense of the market for public library services; creating segment-specific value propositions for users and non-users; priorities: making sound choices; clear objectives and winning strategies; attention-grabbing marketing communications; and; implementation and quick progress. The text is fully international in scope and is written for those practitioners at all levels of library management who recognize the importance of marketing planning in shaping and positively influencing the direction of public library services.

2. Record Nr.	UNINA9910972045203321
Autore	Doyle Arthur Conan <1859-1930.>
Titolo	A study in scarlet / / Arthur Conan Doyle
Pubbl/distr/stampa	London, : Electric Book Co., c2001
ISBN	9780141395524 (pbk)
Edizione	[1st ed.]
Descrizione fisica	1 online resource (139 p.)
Soggetti	Private investigators - England English literature - 19th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Intro -- Contents -- PART I -- CHAPTER I: MR. SHERLOCK HOLMES -- CHAPTER II: THE SCIENCE OF DEDUCTION -- CHAPTER III: THE LAURISTON GARDENS MYSTERY -- CHAPTER IV: WHAT JOHN RANCE HAD TO TELL -- CHAPTER V: OUR ADVERTISEMENT BRINGS A VISITOR -- CHAPTER VI: TOBIAS GREGSON SHOWS WHAT HE CAN DO -- CHAPTER VII: LIGHT IN THE DARKNESS -- PART II: The Country of the Saints -- CHAPTER I: ON THE GREAT ALKALI PLAIN -- CHAPTER II: THE FLOWER OF UTAH -- CHAPTER III: JOHN FERRIER TALKS WITH THE PROPHET -- CHAPTER IV: A FLIGHT FOR LIFE -- CHAPTER V: THE AVENGING ANGELS -- CHAPTER VI: A CONTINUATION OF THE REMINISCENCES OF JOHN WATSON, M.D. -- CHAPTER VII: THE CONCLUSION.

Sommario/riassunto

The Penguin English Library edition When Dr John Watson takes rooms in Baker Street with amateur detective Sherlock Holmes, he has no idea that he is about to enter a shadowy world of criminality and violence. Accompanying Holmes to an ill-omened house in south London, Watson is startled to find a dead man whose face is contorted in a rictus of horror. There is no mark of violence on the body yet a single word is written on the wall in blood. Dr Watson is as baffled as the police, but Holmes's brilliant analytical skills soon uncover a trail of murder, revenge and lost love . . .
