1. Record Nr. UNINA9911021978303321 Autore Accart Jean-Philippe Titolo Marketing for Libraries and Information Services: Systems and **Developments** Newark:,: John Wiley & Sons, Incorporated,, 2025 Pubbl/distr/stampa ©2025 **ISBN** 1-394-40157-4 1-394-40155-8 Edizione [1st ed.] Descrizione fisica 1 online resource (194 pages) ISTE Invoiced Series Collana

Disciplina 021.7

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

Nota di contenuto C

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Sommario/riassunto

This book explores how marketing strategies - used in businesses and organizations - can be applied to promote libraries by placing users at the heart of every decision. It positions the library within a rich and diverse cultural ecosystem that includes bookstores, publishers, professional associations, magazines, and museums.

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