

1. Record Nr.	UNIPARTHENOPE000000631
Autore	Pivato, Sergio
Titolo	Elementi di economia e gestione delle imprese / Sergio Pivato, Andrea Gilardoni
Pubbl/distr/stampa	Milano : EGEA, 1997c
ISBN	88-238-0428-0
Descrizione fisica	445 p. ; 24 cm
Collana	Lezioni e letture ; 35
Altri autori (Persone)	Gilardoni, Andrea
Disciplina	658
Collocazione	658-E/11
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910451399803321
Autore	Woodward Jeannette A
Titolo	Creating the customer-driven library [[electronic resource]] : building on the bookstore model / / Jeannette Woodward
Pubbl/distr/stampa	Chicago, : American Library Association, 2005
ISBN	0-8389-9895-X 0-8389-9809-7
Descrizione fisica	1 online resource (258 p.)
Disciplina	021.7
Soggetti	Public services (Libraries) Libraries - Space utilization - Social aspects Libraries - Marketing Libraries - Public relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Introduction; Chapter 1 - Why Bookstores Are So Appealing; Chapter 2 - Comparing Libraries and Bookstores; Chapter 3 - Focusing on the Bottom Line; Chapter 4 - Valuing Customer Service; Chapter 5 - Identifying Customer Needs; Chapter 6 - When the System Crashes; Chapter 7 - One Library, One Goal; Chapter 8 - What's All This about Ambience?; Chapter 9 - The Art of Display; Chapter 10 - Finding Their Way; Chapter 11 - Marketing Our Wares; Chapter 12 - Creating Promotional Materials; Chapter 13 - Serving the Library's E-patrons; Chapter 14 - Generating Publicity for the Library Chapter 15 - Food and Drink in the Library Chapter 16 - Finding the Time and the Money; Conclusion; Index;
Sommario/riassunto	Aiming to help libraries market their services using low-cost or no-cost techniques, Woodward shares practical lessons for any library's revitalization inspired by the success of mega bookstores. Bookstores focus on the customer, and libraries need to take a page from their book.