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Titolo	Marketing libraries in a Web 2.0 world [[electronic resource] /] / edited by Dinesh Gupta and Rejean Savard
Pubbl/distr/stampa	Berlin ; ; New York, : De Gruyter Saur, c2011
ISBN	1-283-40282-3 9786613402820 3-11-026353-X
Descrizione fisica	1 online resource (176 p.)
Collana	IFLA publications, , 0344-6891 ; ; 145
Classificazione	AN 73000
Altri autori (Persone)	GuptaDinesh K SavardRejean <1950->
Disciplina	025.04/2
Soggetti	Libraries - Marketing Online social networks - Library applications Web 2.0 Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Papers from a pre-conference sponsored by the IFLA Management and Marketing Section and held in conjunction with the 2010 IFLA World Library and Information Congress.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	The library 2.0 : origins of the concept, evolutions, perceptions and realities / Olivier Le Deuff -- Making Web 2.0 work for users and libraries / Tanja Mercun and Maja Zumer -- Le marketing des bibliotheques supplante par le web 2.0 : mythe ou realite? / Jean-Pierre Diouf -- Staying free from "corporate marketing machines" : library policy for Web 2.0 tools / Heather Lea Moulaison and Edward M. Corrado -- Innovation as a framework for adopting Web 2.0 marketing approaches / Lisa Janicke Hinchliffe and Rudy Leon -- Web 2.0 : de nouveaux usagers en bibliotheque? / Lionel Dujol -- Creating and using personas for library service in the Web 2.0 era : a case study of the Chinese Academy of Sciences / Li-Ping Ku -- The impact of CMR 2.0 in the library / Yamina Benhaouya -- How tangible is your library in the digital environment? : implications of social media marketing in reinventing communities' library experiences / Rajesh Singh -- La dimension participative du web 2.0 : un atout marketing pour la

bibliotheque de l'Ecole Superieure de Banque d'Alger / Nadia Temmar -- Library marketing 2.0 : experiences of the ETH-Bibliothek with social media / Rudolf Mumenthaler -- Web 2.0 tools and the marketing of libraries : the case of Africa / Amadou Anta Samb -- Brazilian librarians and Twitter / Moreno Barros -- Marketing in a Web 2.0 world : a conference perspective / Christie Koontz.

Sommario/riassunto

Marketing the 21st century library and information organization to its new age customers using Web 2.0 tools is a hot topic. These proceedings focus on the marketing applications and (non- technical) aspects of Web 2.0 in library and information set ups. The papers in English and French are exploring and discussing the following aspects: General concepts of Web 2.0 and marketing of library and information organizations; How libraries are adopting Web 2.0 marketing strategies; Marketing libraries to clients in using Web 2.0 tools; International trends and Interesting cases of marketing through

2. Record Nr.

UNISA996387690203316

Autore

Claude Jean <1619-1687.>

Titolo

An historical defence of the Reformation [[electronic resource]] : in answer to a book intituled, Just prejudices against the Calvinists. // Written in French by the reverend and learned Monsieur Claude ... ; and now faithfully translated into English by T.B., M.A

Pubbl/distr/stampa

London, : Printed by George Larkin, and are to be Sold by Thomas Malthus ..., 1683

Descrizione fisica

[14], 280, 135, [1], 102, [6] p

Altri autori (Persone)

T. B, M.A.

Soggetti

Calvinism
Reformation

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

Note generali

Translation of: Defense de la Reformation.
Advertisement: p. [5]-[6] at end.
Numerous errors in paging.
Imperfect: faded, with considerable loss of text.
Reproduction of original in: Bodleian Library.

