

1. Record Nr.	UNINA9910464745403321
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 Supérieure 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.

UNISA996391850103316

Autore

Gassendi Pierre <1592-1655.>

Titolo

Institutio logica, et philosophiæ Epicuri syntagma [[electronic resource]] : Authore V. Cl. Petro Gassendo

Pubbl/distr/stampa

Londini, : ex officina Rogeri Danielis, MDCLX. [1660]

Descrizione fisica

[12], 100 p. : ill

Soggetti

Logic

Lingua di pubblicazione

Latino

Formato

Materiale a stampa

Livello bibliografico

Monografia

Note generali

"Institutio logica, in quartuor partes distributa:" has a separate dated title page on p. [3].
Reproduction of the original at the British Library.

Sommario/riassunto

eebo-0018

3. Record Nr.	UNISA996396481803316
Autore	Williams Daniel <1643?-1716.>
Titolo	The kingdom of God in power [[electronic resource]] : a sermon preached before the Right Honourable Sir John Shorter, Knight, Lord Mayor of the city of London, at Grocers-Hall, November the 20th, 1687 / / by Daniel Williams .
Pubbl/distr/stampa	London, : Printed for J. Robinson ... and Tho. Cockerill ..., 1688
Descrizione fisica	[6], 32 p
Soggetti	Sermons, English - 17th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Reproduction of original in Huntington Library.
Sommario/riassunto	eebo-0113

4. Record Nr.	UNINA9910686770303321
Titolo	The funambulistpamphlets. Volume 6, Palestine
Pubbl/distr/stampa	[Place of publication not identified], : Punctum Books, 2013
Descrizione fisica	1 online resource (108 pages)
Soggetti	Middle East Regions & Countries - Asia & the Middle East History & Archaeology Gaza Strip Politics and government
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph