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Marketing the Best Deal in Town: Your Library (Chandos Information Professional Series)

By Nancy Rossiter

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This book covers basic marketing tenets and terminology how to go about setting up a marketing plan and contemporary topics such as branding and marketing to women This book is illustrated throughout with successful strategies libraries are currently using to market their services Skill building exercises are included for students and practitioners and cases studies are incorporated for analyzing current library marketing issues Special topics in library mark hellip a logical structure and additions such as case studies exercises and suggestions for further reading The Electronic Library About the Author Nancy Rossiter has been a professor writer entrepreneur auth

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