

Marketing your library: tips and tools that work

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20398284&lokasi=lokal>

Abstrak

"In the current economic climate, most librarians recognize the critical importance of marketing as a means of self-preservation, largely accepting that the future of libraries requires marketing in order to increase library use and public perceptions of worth. This anthology offers practical insight on marketing techniques specifically designed for libraries"--Provided by publisher.