

# The visible librarian: asserting your value with marketing and advocacy

Siess, Judith A., author

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## Abstrak

Recent law, corporate, and even public library closings are the sad confirmation that libraries are no longer a given. Despite the fact that librarians bring unique value to their communities and organizations, too often their work goes on under the radar. The benefits provided by information professionals are invisible and taken for granted as Internet search engines replace real experts.