

Powerful public relations: a how-to guide for libraries

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20436267&lokasi=lokal>

Abstrak

The library is still the best place to go for traditional information?and for everything from Internet access, database reference, video and CD check-out to engaging exhibits, entertaining events, and more. The challenge is getting your customers and community to believe that their library has more to offer today than it ever did. It's up to you to communicate that the home or work computer can't come close to delivering the unique services your library provides. And you can do this with Powerful Public Relations.