

Judul:

Creating your library brand: communicating your relevance and value to your patrons

Pengarang/Penulis:

Doucett, Elisabeth, author

Subjek:

Libraries -- Marketing; Branding (marketing); Business & economics-- Advertising & promotion

Nomor Panggil:

e20437532

Penerbitan:

[American Management Association,]

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)