

***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](#)