

***Judul:***

Marketing today's academic library: a bold new approach to communicating with students

***Pengarang/Penulis:***

Mathews, Brian, author

***Subjek:***

Academic libraries -- Marketing; Academic libraries -- Public relations ; Libraries and students; Advertising -- Libraries

***Nomor Panggil:***

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***Penerbitan:***

American Management Association

***Link Terkait:***

- [Deskripsi Bibliografi](#)
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