



A Short-Cut to Marketing the Library (Chandos Information Professional Series)

Zuzana Helinsky



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Technological changes mean that the role of libraries is now not as obvious or assured as in the past. This means that to survive, libraries must actively market their products and services to their users and to their funding sources. A concise handbook which spells out the critical need for marketing for libraries, A Short-cut to Marketing The Library provides a series of practical and accessible tools to achieve success and includes publishers marketing suggestions.

- Brief description of classical planning and marketing techniques
- Easy to follow marketing tips geared to libraries and their offerings and working practices
- Encouragement for librarians to believe in their overall ability, and that they can make time for marketing, and that they will succeed



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