

**MARKETING YOUR LIBRARY: TIPS AND TOOLS THAT
WORK**

Terese Sprick

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Marketing Strategies | Public Library Association (PLA)

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Marketing Your Library | American Libraries Magazine

In the current economic climate, most librarians recognize the critical importance of marketing as a means of self-preservation, largely accepting that the future of.

Tips on marketing the 21st-century library

Marketing Your Library: Tips and Tools That Work. Front Cover. Carol Smallwood , , Vera Gubnitskaia, Kerol Harrod. McFarland, Jan 10, - Language Arts.

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Tips and Tools That Work Carol Smallwood,, Vera Gubnitskaia, Kerol Harrod If you like to prepare slides for your library sessions, you may want to include the.

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