



Marketing the Best Deal in Town: Your Library (Chandos Information Professional Series)

Nancy Rossiter

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This book covers basic marketing tenets and terminology, how to go about setting up a marketing plan, and contemporary topics such as branding and marketing to women. This book is illustrated throughout with successful strategies libraries are currently using to market their services. Skill-building exercises are included for students and practitioners and cases studies are incorporated for analyzing current library marketing issues.

- Special topics in library marketing including branding, marketing to women, creating 'buzz', marketing yourself
- Emphasis on creativity and innovation
- Practical advice from practitioners on what works and what does not

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