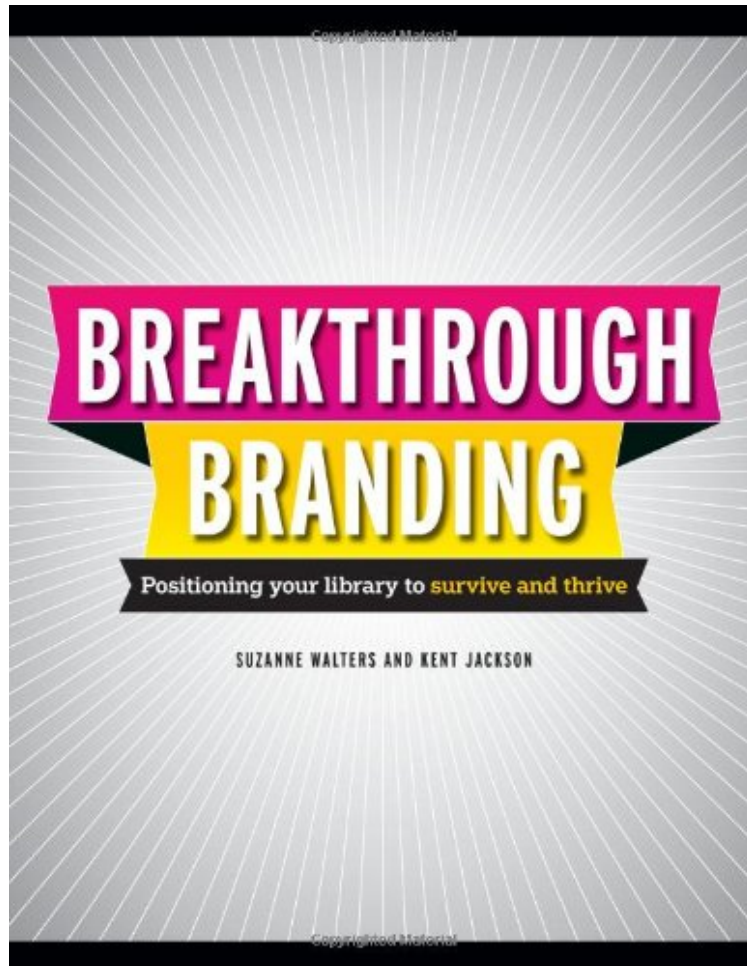


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# Breakthrough Branding: Positioning Your Library to Survive and Thrive

*Suzanne Walters, Kent Jackson*

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**Suzanne Walters, Kent Jackson : Breakthrough Branding: Positioning Your Library to Survive and Thrive** before purchasing it in order to gage whether or not it would be worth my time, and all praised Breakthrough Branding: Positioning Your Library to Survive and Thrive:

0 of 0 people found the following review helpful. On The Money!By CustomerGreat read! It explains branding, positioning, and promoting, specifically as it pertains to libraries as opposed to some other type of organization. Also provides excellent case studies that enhance understanding of processes.

Branding provides a unique way for a library to distinguish itself: its identity, personality, and image. Drawing on five vividly unique case studies from libraries across the country, Breakthrough Branding: Positioning Your Library to

Survive and Thrive shows how to mesh your library's brand deeply and seamlessly within your internal culture, to leverage and better position your brand for the audiences you serve, and develop and implement promotional strategies and tactics consistent with your objectives. Experienced marketers and branding consultants Suzanne Walters and Kent Jackson offer clear advice regarding the art and science of library branding, advocacy, ethical considerations, marketing management and evaluation throughout the book's three sections: Branding explains what a brand is and how to assess, develop and utilize your brand as an important institutional asset, with insider tips on environmental scanning, market research, and situation analysis; Positioning leads you through the process of effectively addressing your target audiences; Promotion helps you develop an integrated marketing communication strategy, including how to craft on-target messages, leverage your online presence to inform and engage with community members, and capitalize on traditional marketing channels, with guidance on public relations, event strategies, email, websites, and more.

About the Author Suzanne Walters was the director of marketing and development for the Denver Public Library, director of marketing for the Regional Transportation District of Denver, developed nationwide programs of aluminum recycling for Adolph Coors Golden Recycling Corporation, and was a statewide coordinator of volunteers and events for the PBS station KRMA-TV. Currently, she is the president of Walters Associates Consultants and conducts marketing workshops and seminars for libraries both nationally and internationally. She serves on the graduate faculty of Regis University, facilitating courses in social marketing. Kent Jackson, PhD, CPCU, owner of Jackson Research, Strategy, Solution, LLC, provides consulting services for a variety of for-profit and nonprofit enterprises, including education, professional associations, medical and human service providers, homebuilders and developers, insurers, and professional service firms. For nearly a decade, he was a principal and director of research for a graphic design and branding company. He currently serves on Regis University's graduate faculty, teaching social marketing and organizational leadership, and as a resource consultant to DiscoveryOnstage, a Los Angeles based theatrical education and performance company.