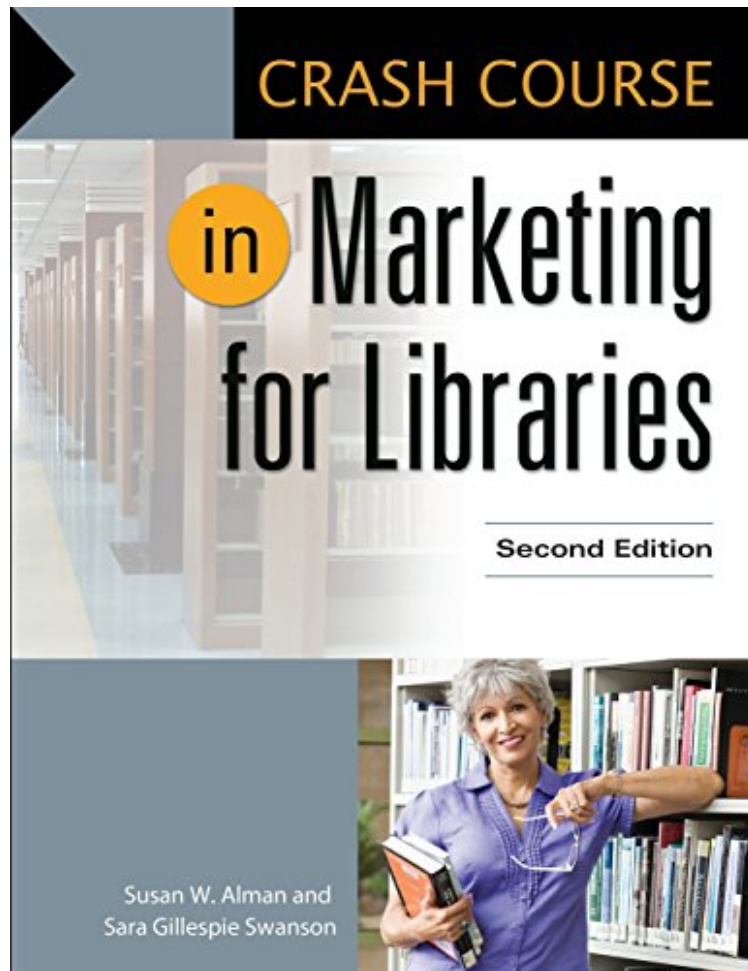


Crash Course in Marketing for Libraries, 2nd Edition

Susan Alman, Sara Gillespie Swanson

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Susan Alman, Sara Gillespie Swanson : Crash Course in Marketing for Libraries, 2nd Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Crash Course in Marketing for Libraries, 2nd Edition:

Explains effective marketing strategies and identifies the tools needed to boost the visibility and increase the use of your library in the community. Provides an essential resource that instructs and guides librarians from all types of organizations throughout each stage of the marketing and public relations process Enables librarians with little or no experience in marketing to plan, implement, and evaluate a marketing campaign Addresses all the key tools to promote library resources and services: social media, traditional media, publications, and collateral materials Describes ways to gather information about the community and identifies factors that affect library use

From Booklist Drawing on material from her hands-on library marketing classes, Alman offers advice and a wide array of practical suggestions for any library looking to raise its profile in the community. Extensive chapters take the reader through developing a marketing plan, from executive summary to evaluation; communicating via the media, newsletters, and more; and, finally, fund-raising. A distinguishing feature of this very helpful book is its use of real-world examples, including marketing plans, posters, and annual reports. The bibliography covers a wide selection of marketing resources within and without the library sphere, and a list of John Cotton Dana Library Public Relations Award winners (2002-7) is also included. In a time when all libraries need to become more proactive in promoting their resources and services, this book will be especially useful for small libraries whose budgets don't allow for marketing staff. --Carolyn Mulac "The primary benefit of this work is that it shows marketing skills in action at public libraries across the U.S. While the content and the accompanying examples are primarily about and for public libraries, librarians in other settings will still be able to learn and benefit from this book. . . . [T]his book will be an essential resource. The curated lists of recommended sources and links to more information are incredibly valuable." - Marketing Library Services

About the Author: Susan W. Alman is a lecturer at San Jose State University, San Jose, CA, and she has held teaching posts at the University of Michigan and University of Pittsburgh. Sara Gillespie Swanson is assistant director for information literacy at Davidson College, Davidson, NC.