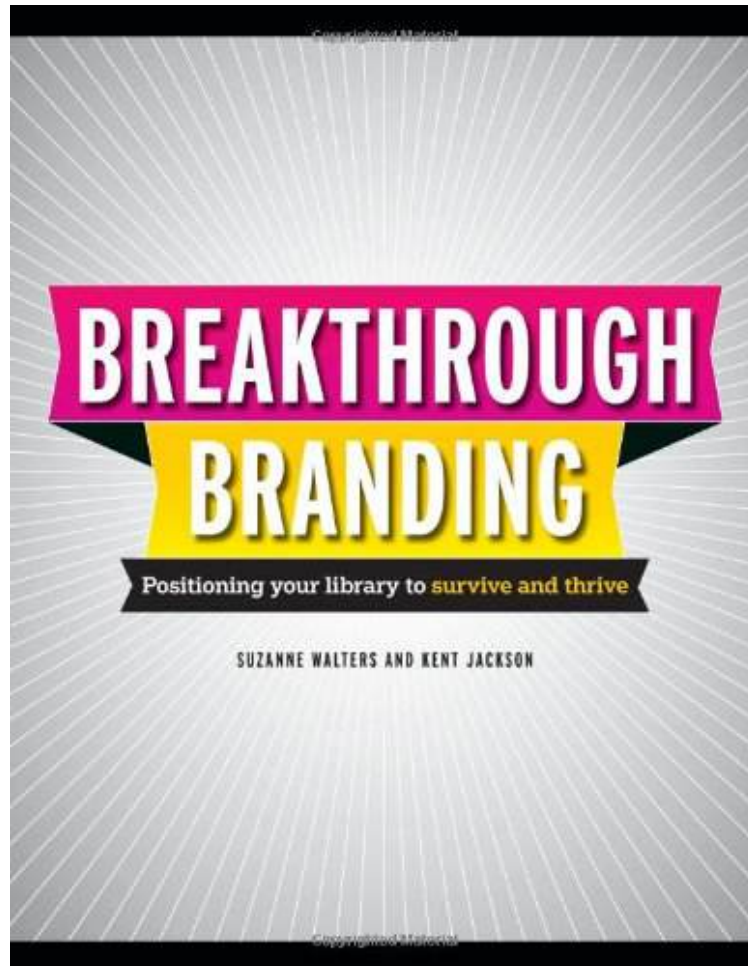


Breakthrough Branding: Positioning Your Library to Survive and Thrive

By Suzanne Walters, Kent Jackson

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