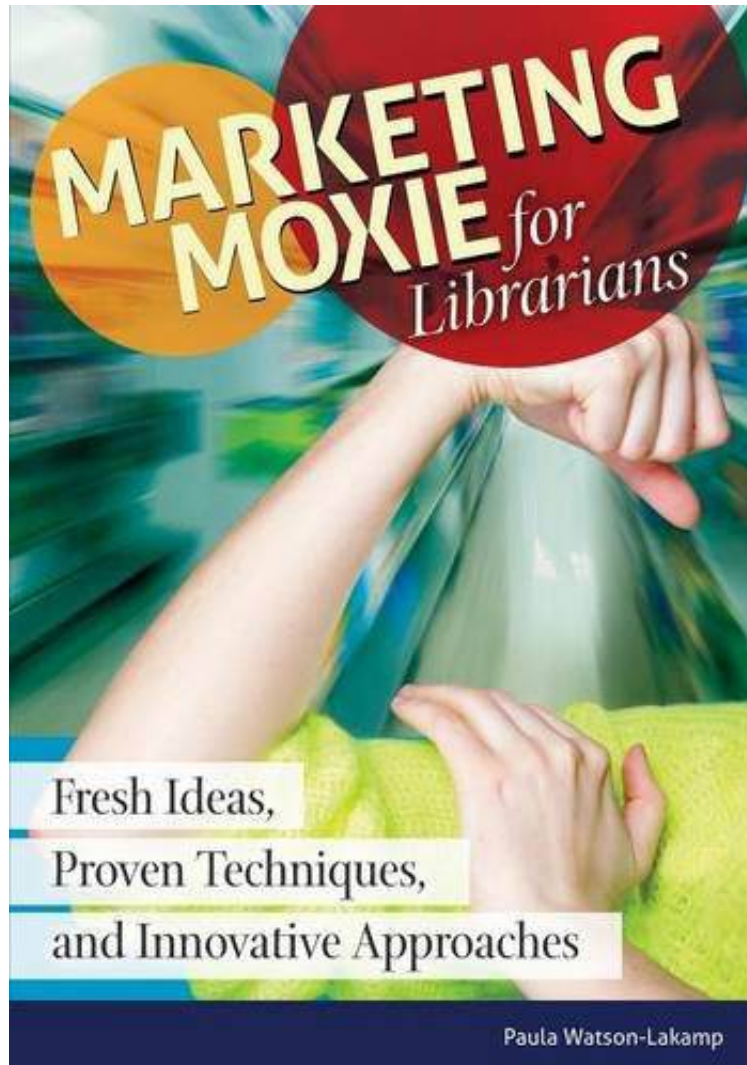


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Marketing Moxie for Librarians: Fresh Ideas, Proven Techniques, and Innovative Approaches

By Paula Watson-Lakamp

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Fun and easy to read this marketing and promotion guide offers you the big picture of how best to spend your limited funds and energy to create a successful marketing strategy from traditional promotions such as advertising and posters to social media marketing bull Takes you through a step by step process of creating a marketing campaign that meets the needs of your patrons and your library bull Covers conventional marketing strategies suc Watson Lakamp speaks directly to the reader in an accessible voice that will encourage even the most reluctant to climb aboard the marketing bandwagon while never losing sight of the fact that effective marketing emerges from a clearly understood mission

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