

Librería
Bonilla y Asociados
desde 1950



Título: Marketing For Special And Academic Libraries: A Planning Andbest Practices Sourc

Autor: S. Gordon, Valerie / C. Higginbottom, Patricia

Precio: \$950.00

Editorial:

Año: 2016

Tema:

Edición: 1^a

Sinopsis

ISBN: 9781442262706

Here's an easy-to-follow, practical, easily-implementable, 21st-Century marketing book for academic and special libraries. Written by two practicing librarians who are passionate about communicating with users, the book provides both the inspiration and drive to market your library and practical tips and suggestions on how to do that effectively