

## **CRASH COURSE IN MARKETING FOR LIBRARIES BY SUSAN WEBRECK ALMAN%0A**

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Crash Course in Marketing gives the librarian with little formal training, a member of the friends of the library who would like to help with marketing, or someone who has had little experience with marketing to gain skills needed to build a marketing plan for their library. Examples from libraries are used to illustrate the marketing elements described.

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### **Crash Course in Marketing for Libraries by Susan Webreck Alman**

Created for those with little formal library and information science training, this new book explains marketing and will also be useful for librarians who are new to this area of service.

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Crash Course in Marketing for Libraries: Second Edition will help you develop a strategic direct Marketing a library's programs or services takes more than sending out a flyer or posting an announcement on the website.

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### **Crash Course in Marketing for Libraries eBook 2014**

Crash Course in Marketing for Libraries. [Susan Webreck Alman; Sara Gillespie Swanson] -- Explains effective marketing strategies and identifies the tools needed to boost the visibility and increase the use of your library in the community.

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Crash Course: Crash Course in Marketing for Libraries by Susan Webreck Alman (2007, Paperback)

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### **Marketing WebJunction**

Marketing Library marketing is the creative process of designing, communicating and promoting, delivering, and exchanging goods and services that have value for patrons and other constituencies. General Marketing Webreck-Alman, Susan. Crash Course in Marketing for Libraries. Westport, CT: Libraries Unlimited, 2007. Available through Access Pennsylvania Database. Overview

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### **Susan Webreck Alman LibraryThing**

Susan Webreck Alman, author of Crash Course in Marketing for Libraries (Crash Course), on LibraryThing LibraryThing is a cataloging and social networking site for booklovers Home Groups Talk Zeitgeist

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Susan W. Alman is a lecturer at San Jose State University, "Crash Course in Marketing may prove useful for library administration for a top-down, overarching system plan." - Public Libraries "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

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Alman, Susan Webreck. Crash Course in Marketing for Libraries. Crash Course Series. Westport, CT: Libraries Unlimited, 2007. ISBN: 978-1-59158-430-8. Crash Course in Marketing for Libraries. Crash Course Series.

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