Perpustakaan Sekolah Tinggi Ilmu Kepolisian (STIK) >> eBooks

The visible librarian : asserting your value with marketing and advocacy

Siess, Judith A.

Deskripsi Lengkap: https://library.stik-ptik.ac.id/abstrakpdfdetail.jsp?id=36069&lokasi=lokal

---

Abstrak

Library directors, department heads, solo librarians: Learn how NOT to be invisible! Packed with all the best practices in marketing library services, this hands-on guide provides inspiring stories and case studies of library colleagues around the nation who are successfully advocating and marketing themselves and their services