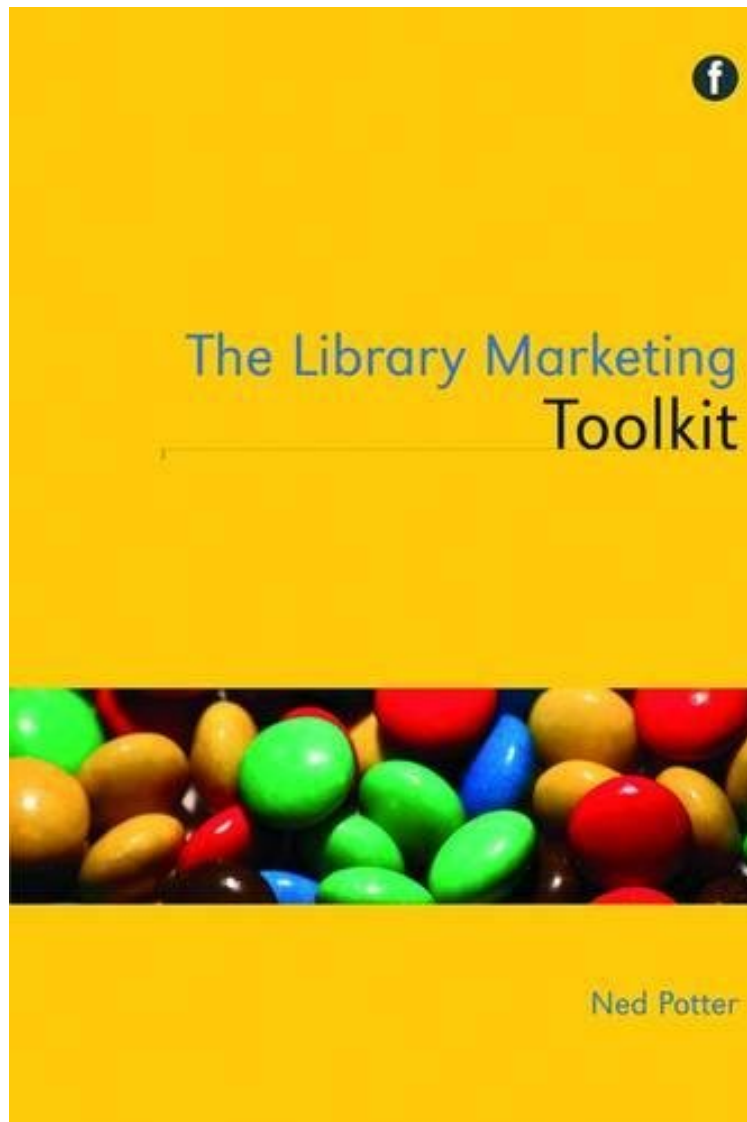


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## The Library Marketing Toolkit

*Ned Potter*

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#1274676 in Books 2012-06-19 Original language: English PDF # 1 9.00 x 6.00 x .551, .85 #File Name: 1856048063240 pages | File size: 48.Mb

**Ned Potter : The Library Marketing Toolkit** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Library Marketing Toolkit:

Libraries today face competition from online sources, wavering public perceptions, and increasing user demands, and successful marketing is critical to their continued success among users, stakeholders, and society as a whole. The

Library Marketing Toolkit covers every aspect of library marketing and branding for a wide range of information organizations, including archives and public, academic, and special libraries. It offers perspectives from experts and includes numerous international examples, as well as innovative and practical techniques. Readers will learn about marketing strategy, essential marketing tools and techniques, social media, marketing on a budget, library branding, marketing to internal stakeholders and third parties, marketing special collections and archives, library advocacy as marketing, and more. This guide is essential reading for anyone involved in promoting a library or information organization, as well as LIS students.

"...highly recommended for all types of libraries, even those such as departmental libraries that do not have an apparent public face. The chapter on internal marketing is an eye-opener. The whole book has a reassuring and inspiring tone: ideas and approaches outlined in the book appear absolutely achievable and commonsensical. I suggest that you buy, borrow or beg a copy today." --Australian Library Journal  
"The Library Marketing Toolkit is packed full of useful, informative and above all practical information about the best ways of getting your message across, and it should be on the shelf of every librarian and information professional who needs to promote the idea of the library and its value in a modern day society." --Phil Bradley  
"...brilliant and a great addition to the library professional discourse." --Andy Woodworth  
About the Author  
Ned Potter is Academic Liaison Librarian at the University of York. He won the SLA Europe Early Career Conference Award 2011 and was named a Library Journal Mover and Shaker in 2011. He is the founder of the LIS New Professionals Network, is the New Professionals Support Officer for the CILIP Career Development Group (Yorkshire Humberside) and has been involved in several national New Professionals events. He blogs as The Wikiman and presents regularly on marketing libraries and the echo chamber phenomenon.