

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:**

**Autor:**

**Precio:** \$950.00

**Editorial:**

**Año:** 2016

**Tema:**

**Edición:** 1ª

**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