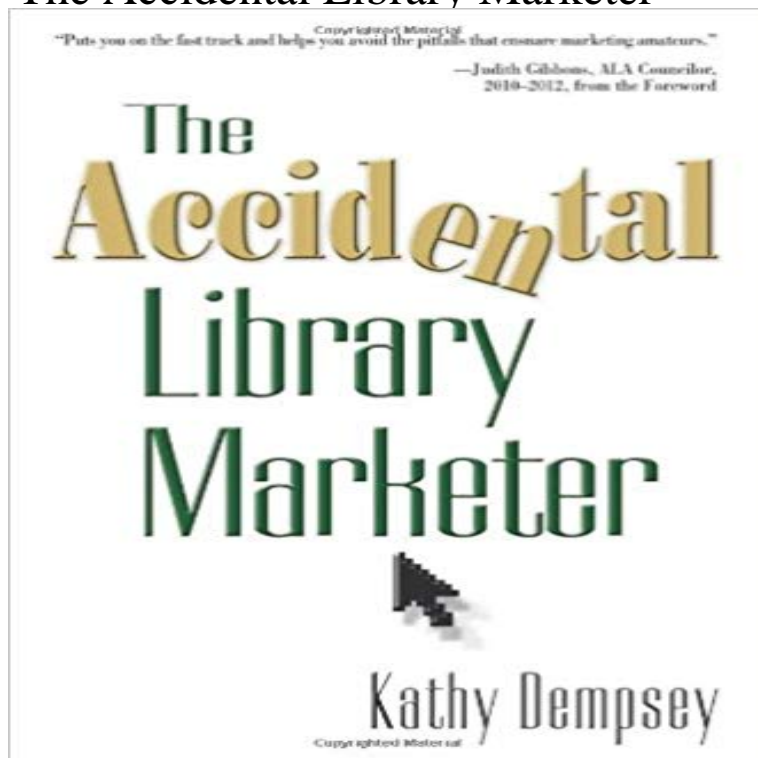


The Accidental Library Marketer



The Accidental Library Marketer fills a need for library professionals and paraprofessionals who find themselves in an awkward position: They need to promote their libraries and services in the age of the internet, but they've never been taught how to do it effectively. This results-oriented A-to-Z guide by Kathy Dempsey longtime editor of the Marketing Library Services newsletter reveals the missing link between the everyday promotion librarians actually do and the real marketing that's guaranteed to assure funding, excite users, and build stronger community relationships. Combining real-life examples, expert advice, and checklists in a reader-friendly style, this is the complete how-to resource for successful library marketing and promotion.

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Editor: Marketing Library Services newsletter. : **The Accidental Library Marketer (9781573873680** The Accidental Library Marketer presented by Kathy Dempsey of Libraries Are Essential. Feb. 21, 2012. Texas State Library and Archives. Commission CE **The accidental library marketer (Book, 2009)** [] The Accidental Library Marketer fills a need for library professionals and paraprofessionals who find themselves in an awkward position: They need to promote **Am I Doing It Right? The Accidental Library Marketer** Feb 21, 2012 If you find yourself doing PR, promotion, or marketing as part of your job, but you never formally learned how, then youre an accidental Feb 21, 2012 The Accidental Library Marketer February 21, 2012 -- 10am to 11am Central Time. **PCI Webinars Am I Doing It Right? The Accidental Library Marketer** Dempsey, Kathy. Medford, NJ: Information Today, 2009, xvi+294 pp., \$29.50, ISBN 978-1-57387-368-0. 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