



ABC's of Library Promotion

Steve Sherman

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The third edition of *ABC's* addresses the challenges of the nineties. In addition to updating tried-and-true methods of public relations specifically designed for libraries, five chapters have been added to fit new technological, social, political, and financial conditions. "Campaigning for Funds," for example, shows ways of increasing private and municipal money for library materials. Sherman's techniques and principles are practical, accessible, tested, and effective. They are designed for libraries of all kinds and all sizes.

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