



i-Tips 2000: The Insiders' Guide to School & Library Marketing

Kathryn Kleibacker, Linda Winter, Carol Ann Waugh

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This book, written by three well-known consultants in the education and reference publishing industry, contains all you need to know about marketing products and services to teachers and librarians. It contains an overview of the current trends in education, home-schooling, and libraries as well as in-depth information about how to develop a marketing plan. It covers traditional marketing channels such as direct mail, catalogs, publicity, advertising, exhibits, advisory boards and market research, as well as a large section on Internet marketing strategies.

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