

Acknowledgements	
Introduction	
What is marketing?	p. 1
The corporate mission	p. 9
Marketing strategies for librarians and information professionals	p. 22
The marketing mix	p. 38
Market segmentation and targeting	p. 79
Marketing research	p. 98
Corporate identity and corporate image	p. 109
The marketing plan	p. 124
Bibliography	p. 135
Index	p. 143
Table of Contents provided by Blackwell's Book Services and R.R. Bowker. Used with permission.	