



PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Marketing/ planning library and information services

	Author	Weingand,Darlene E.
	Publication Data	Englewood, Colorado: Libraries Unlimited, Inc., 1999
	Edition	2nd. ed
	Physical Description	XVII, 187p
	Subject Area	Library and information science
	Subject Headings	Library -- Public relations Information services -- Public relations Advertising -- Information services Information services -- Marketing Information services -- Planning Advertising -- Libraries Libraries -- Marketing
	Call Number	021.7 WEI
Philadelphia University Library 2011		