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Why a book on library marketing? Nature of the topic and goals for libraries

First and foremost, this book aims to make stock of the traditional mechanisms of a library marketing strategy as well as current developments by highlighting what may spark the interest of librarians: the new approach or adding marketing ("digital marketing" on social networks).

Although it is relatively easy to access specialised literature on the topic (mainly published by the corporate press, such as *Library Publishing House* in France, for example), the theme is not highly present in French-speaking professional literature concerning specific case studies.

The second goal is to gather examples from French, European and English-speaking institutions in order to show the interest of the subject to professionals: using marketing methods can represent a real advantage in the cultural or educational world (take the example of museums, which use these methods widely).

Librarians are quite unaware of marketing, as it is perceived as a domain specific to the private sector, a commodity that does not concern the public domain. The examples of libraries presented in this book correct the (general) idea.

The third goal is to fill a gap in professional publishing (with the exception of the first book published by one of the contributors to this volume: *Viviane Bégout*, as shown in the general bibliography), a