

Will It Make My Teeth Whiter? Selling the Library without Selling Out

Panel Presentation

ACRL 13th National Conference, 2007

Library Literature

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Dowd, N. *The 'M' word: Marketing libraries* (blog) <http://themwordblog.blogspot.com/>
Evangeliste, M. *Market the Future* (blog) <http://www.fearless-future.com/wordpress/>
OhioLINK marketing toolkit. <http://www.ohiolink.edu/ostaff/marketing/>
Olson, Chris. *Marketing Treasures*. (e-newsletter) <http://www.chrisolson.com/marketingtreasures/>
Stover, J. *Library marketing: Thinking outside the book* (blog) <http://librarymarketing.blogspot.com/>

Higher Education/Societal Trends

Alliance Library Systems, Public Library of Charlotte & Mecklenburg County & SirsiDynix.
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