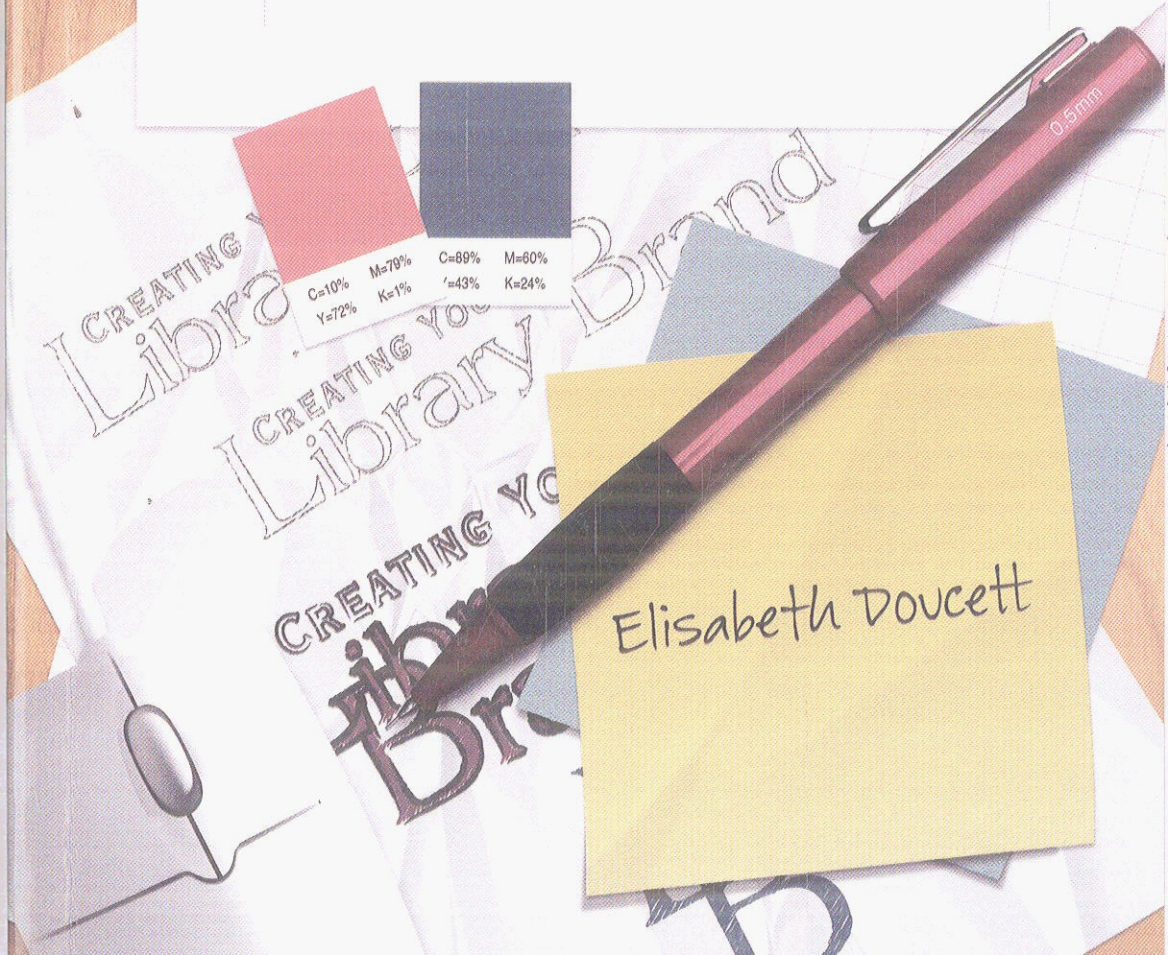


Creating Your Library Brand

Communicating Your Relevance and
Value to Your Patrons



C=10% M=70% C=89% M=80%
Y=72% K=1% / =43% K=24%

Elisabeth Doucett

Contents



Preface vii

How to Use This Book xi

1	Defining Marketing and Branding	1
2	Why Brand?	11
3	Who Should Be Involved in Branding?	16
4	The Ideal Brand	25
5	The Brand Audit	31
6	The Story: Defining Your Message	38
7	The Visuals: Attention-Grabbing Support for Your Message	50
8	Brand Standards, Brand Advocates, and Marketing	59
9	How to Work with Outside Help	65
10	Evaluating Your Brand: Short-Term and Long-Term	75
11	Maintaining Your Brand	81
12	Blogs and Brands	87
13	Common Pitfalls and False Assumptions	93
Appendix A	Case Studies	99
Appendix B	Words to Describe Your Library and What Makes It Unique	111
	Glossary	113
	Acknowledgments	117
	Index	119