

Market Movers

The Librarian's Nitty-Gritty Guide to Content Marketing Viral Marketing Sustainable Aviation Fuels Foundations of Strategy Sustainable Thinking Incubating Creativity at Your Library Thomas Register of American Manufacturers Market Movers Laura Solomon Sascha Langner Joachim Buse Robert M. Grant Rebekkah Smith Aldrich Laura Damon-Moore Cloverdale Press

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what is content marketing simply put it s the most effective way to increase your value to customers when you deliver content that library users find useful and relevant you give a compelling answer to their question what s in it for me author of the best selling book the librarian s nitty gritty guide to social media solomon speaks directly to public relations personnel web librarians and other staff responsible for the library s online presence filled with nuts and bolts advice on how to increase the library s value to its users her guide defines the essential characteristics of effective content marketing explores methods of audience assessment demonstrates how to optimize content for sharing explains the elements of an editorial calendar for sustainable content and shows how to create once and re purpose many times describes meaningful metrics for the library context points out 5 common mistakes and how to avoid them provides a template for creating personas and includes first hand accounts from library marketers making content marketing concepts bite sized and easily digestible this guide shows libraries how to market effectively by focusing on what library users find useful and relevant

sustainable aviation fuels discusses the transfer process of aviation to carbon neutral flights including how to manage the transition period it also demonstrates how to develop and design a new approach for environmentally friendly air transport with reduced emissions covering the full scope of commercialisation market considerations advisements on investments and transition challenges of sustainable aviation fuels saf the book tackles questions related to the cost of changing fuel types competitive market models that can exist parallel to the oil industry and strategies for airlines to implement it considers reliability requirements for feedstock suppliers and saf producers as well as ways to avoid feedstock shortages the book will interest aviation industry professionals fuel producers airline fuel buyers airport operators and propulsion engineers working on saf production aviation aerospace and business students taking courses in propulsion gas turbine emissions air transport management supply chain development and sustainable energy production will find the book useful as well

foundations of strategy second edition is a concise text aimed at both undergraduate and masters students written in an accessible style with

the needs of these students in mind the second edition of this popular text has a clear comprehensive approach underlined by sound theoretical depth the text has been fully revised and updated to reflect recent developments in the business environment and strategy research extensive learning and teaching materials to accompany this text include an instructor manual case teaching notes test bank and powerpoint slides are available for instructors resources for students include self test quizzes and glossary flashcards to test understanding from the reviews of the second edition this second edition of foundations of strategy is a concise but comprehensive strategic management textbook for both undergraduate level and graduate level students the book covers some of the most fundamental challenges organizations face as they strive to gain and sustain competitive advantage the book is full of contemporary case studies that include a balanced mix of theory and application in strategic management this new edition provides a very useful tools and resources to the increasingly important discipline of strategic management dr jay lee california state university sacramento foundations of strategy explains current theory clearly and carefully with a good range of examples the quality of my students strategic analyses has improved perceptibly since i started using it dr adrian haberberg university of east london

how we talk about what we do is just as important as what we do and in communicating the value of libraries to our society what our profession needs is confidence determination and the will to succeed in this inspiring and pragmatic new book aldrich shows that the first step towards a sustainable library is sustainable thinking a determined yet realistic attitude that will help your library spot opportunities for institutional advancement advocate for and safeguard operating funds and generate intense loyalty from the communities you serve nothing less than a compass to help chart the course of your library s future this book begins with a situation report that examines the myriad societal disruptions that are impacting libraries and discusses why resiliency is a key component of sustainability defines how sustainable thinking encompasses not just the environment but economics and social equity as well provides strategies for supporting the core values of librarianship by following the three es of sustainable libraries lays out a host of tactics to build intense loyalty to your library from the inside out including ways to foster an organizational culture of sustainable thinking through policy changes and purposeful leadership guides you in communicating effectively with the community thereby ensuring that your advocacy connects with the maximum number of residents opinion leaders and decision makers demonstrates how to use construction and renovation projects as unique opportunities for positive changes and offers worksheets discussion questions checklists additional resources and many other useful tools that will help you put sustainable thinking into action this book will show you how to harness sustainable thinking to move forward with confidence into the unknown

by building on existing elements at your library and filling in the gaps with community driven additions your library can be a space that cultivates creativity in both its users and staff

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