

## **A STUDY ON MARKETING STRATEGIES EFFECTIVENESS IN LIBRARY INFORMATION SCIENCES**

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### **ABSTRACT**

Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Library is the process of planning, promoting, and distributing services to create satisfied user. Marketing Strategies in library learn more about the steps in the marketing process: internal assessments, market research, setting specific goals, selecting promotion strategies, creating a plan of action, implementation, and evaluation. In the exercises, you will work through the process and create your own plan.

**KEYWORD:** Information, Services, Marking, Market, Management