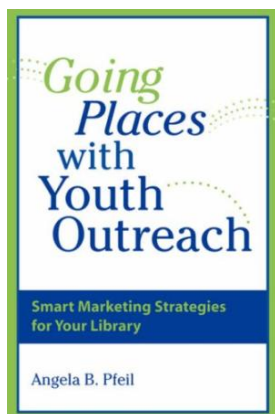


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GOING PLACES WITH YOUTH OUTREACH: SMART MARKETING STRATEGIES FOR YOUR LIBRARY



American Library Association. Paperback. Book Condition: New. Paperback. 132 pages. Dimensions: 8.9in. x 6.0in. x 0.3in. Marketing to kids is big business - with children influencing more than USD500 billion in family purchases each year. Research shows brand loyalty can start as early as age two; familiarity with logos and mascots, as early as six months. Childrens librarians need to take marketing to heart and adapt accordingly, according to youth services expert Pfeil. Corporations know that marketing to kids is big...

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