



Small Business and the Public Library: Strategies for a Successful Partnership (ALA Editions)

Luise Weiss, Sophia Serlis Mcphillips, Elizabeth Malafi

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Aligning with recent news stories on difficult economic times, the authors target libraries endeavoring to assist users entering or already involved in the small business community. *Small Business and the Public Library* will help you reach out to this group of patrons with

- Innovative programming ideas
- Easy to translate suggestions into day-to-day operations
- Suggestions to helping clients become business literate on the web, on paper, and out in the world of work

Whether patrons need resources to start their own business, search for a new job, or locate demographic statistics to help them market their existing product, this resource will help you answer questions and meet their needs.

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