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Title: Literature on LIS marketing: Growth and pattern

Authors: [Gupta, Dinesh K.](#)

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Abstract: In the beginning of 1970s 'marketing' entered into library literature. Thereafter growth has been noted enhancing its applicability in libraries resulting into wider knowledge base on the subject. This paper traces the history and growth of LIS marketing literature. It classifies LIS marketing literature into review publications and bibliographies, books (including conference publications), journals and newsletters, and web-based literature. These four sources represent the principal outlets for disseminating knowledge of LIS marketing.

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